



MBA
Midwest
Booksellers
Association

An Association for Independent Booksellers



www.midwestbooksellers.org

Your #1 Source for MBA Information

MIDWEST CONNECTIONS
Regional Marketing Program

MBA CATALOG

MBA TRADE SHOW

MIDWEST BOOKSELLERS' CHOICE AWARDS

HEARTLAND INDIE BESTSELLER LIST

New! Searchable

MBA MEMBER BOOKSTORES DIRECTORY

INDUSTRY RESOURCES

MEMBER NEWS

and more!

PUBLISHERS & VENDORS - ADVERTISE ON THE MBA WEBSITE!
And in our weekly Heartland Indie Bestseller List E-mail blasts!

*Reach the book trade and the reading public with ads
like this one -- See details in this brochure!*

A Midwest CONNECTIONS PICK

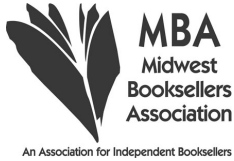
THE INSTANT NEW YORK TIMES BESTSELLER!

"A MOVING EXAMPLE OF FRIENDSHIP AT ITS BEST."
—*WSJ.com*

• A Heartland Indie Bestseller
• A National Indie Nonfiction Bestseller
• Readers Group Guide
• Author Q&A

On Sale Now
A member of
Penguin Group (USA)

GOTHAM BOOKS



Midwest Booksellers Association 2009 Advertising Opportunities Rates and Specs



Website and Email Banner Ads Trade Show Program Ads **NEW** Ad Formats, Rates and Discounted Ad Packages

<http://www.midwestbooksellers.org/advertising-opportunities/>

Ads on the MBA website www.midwestbooksellers.org can be directed at either MBA members and the book trade, or at the general public.

In addition, we now feature banner ads in our weekly Heartland Indie Bestseller List E-mails delivered via Constant Contact to our booksellers, members and others in the book industry. Plus, we can work with advertisers to create special E-mails which deliver advertising and related informational content to our booksellers and members.

Publishers also can promote titles to the public that are featured in our MBA Midwest Connections regional marketing program, the MBA Catalog, and/or the Midwest Booksellers' Choice Awards program. These ads will be linked to MBA's Bookstore Directory web page to encourage the consumer to shop at our member bookstores.

MBA will work with each advertiser to determine the web pages and e-mail formats which are most appropriate for each banner ad.

Don't see exactly the advertising program that suits you best? Please contact us - we may be able to create a customized plan for you.

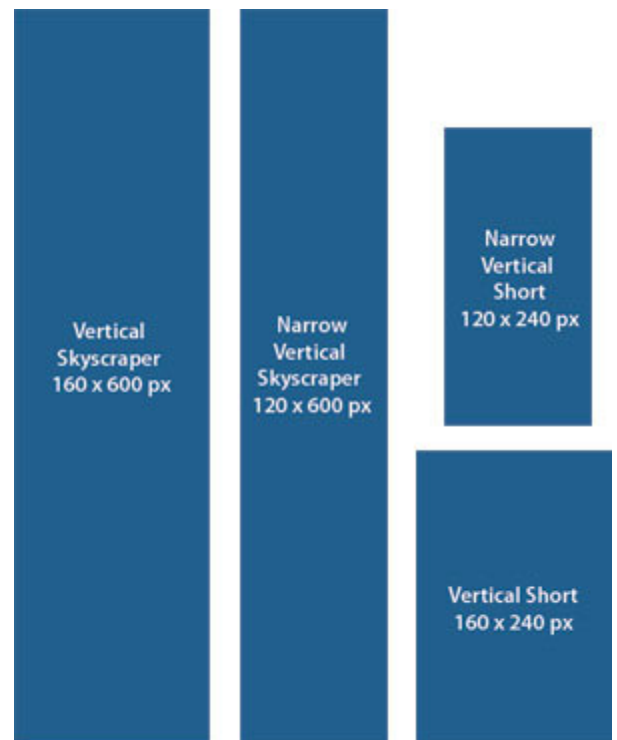
Banner ads on the MBA Website:

- * Vertical Skyscraper Banner Ad = \$425/month
160 px (w) x 600 px (h)
* This Vertical Skyscraper Banner is the same size used in Shelf Awareness.
- Narrow Vertical Skyscraper Banner Ad = \$350/month
120 px (w) x 600 px (h)
- Vertical Short Banner Ad = \$250/month
160 px (w) x 240 px (h)
- Narrow Vertical Short Banner Ad = \$200/month
120 px (w) x 240 px (h)

Banner Ads on weekly Heartland Indie Bestseller List Constant Contact E-mails:

These E-mails go to all MBA members, plus other book industry contacts.

- * Vertical Skyscraper Banner Ad
* This Vertical Skyscraper Banner is the same size used in Shelf Awareness.
160 px (w) x 600 px (h)
1 week = \$150 / 2 weeks = \$250 / 1 month = \$425
- Vertical Short Banner Ad
160 px (w) x 240 px (h)
1 week = \$80 / 2 weeks = \$140 / 1 month = \$250



NEW! DISCOUNTED AD PACKAGES for Website + Bestseller List E-mails

Save 15%! PACKAGE 1 - Pay just \$720/month!

Vertical Skyscraper Banner Ad for 1 month on MBA website PLUS 4 E-mails, 160 px (w) x 600 px (h)

Website \$425 + 4 E-mails \$425 = \$850/month value
15% DISCOUNTED PACKAGE RATE = \$720/month

Save 10%! PACKAGE 2 - Pay just \$450/month!

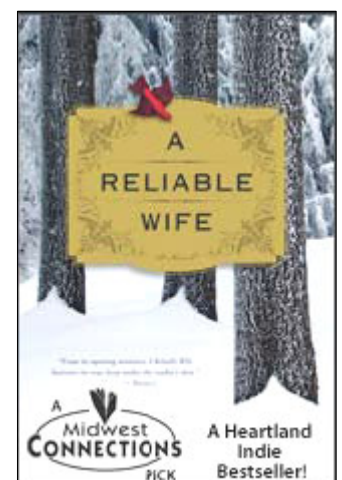
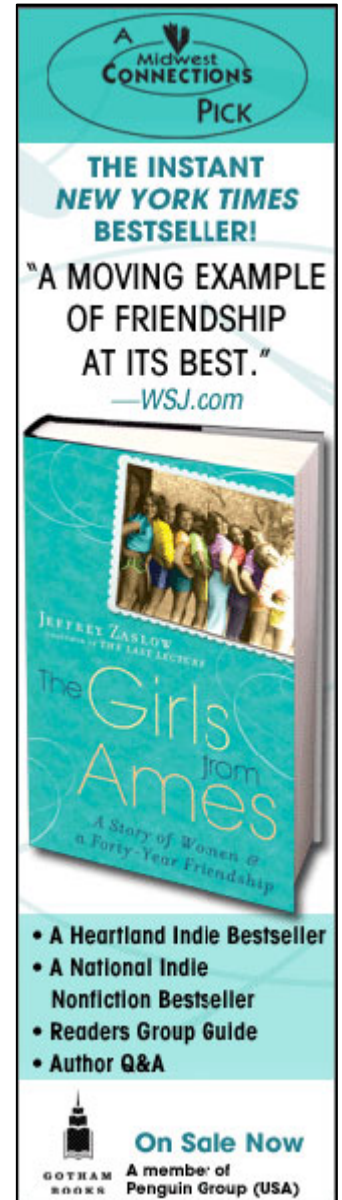
Vertical Short Banner Ad for 1 month on MBA website PLUS 4 E-mails, 160 px (w) x 240 px (h)

Website \$250 + 4 E-mails \$250 = \$500/month value
10% DISCOUNTED PACKAGE RATE = \$450/month

VOLUME DISCOUNTS for Frequent Advertisers

- If you choose PACKAGE 1 4 or more times/year, you'll save over 20% per month
- Pay just \$675/month!
 - If you choose PACKAGE 2 4 or more times/year, you'll save 15% per month
- Pay just \$425/month!
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- Custom banner design is available for a one-time charge of \$100. Extra time is needed for production.
 - Send completed reservation form to MBAofficeKT@aol.com by the 15th of the month before the ad is to run.
 - E-mail all graphic files and details to advertising@midwestbooksellers.org by the 20th of the month before the ad is to run. Submit artwork in jpeg or gif format and supply URLs for pertinent link(s) to be set up from the ad to your website(s).
 - MBA reserves the right to approve or reject all advertising.
 - Tracking of the number of users who click on the banner is provided upon request.

SAMPLES OF BANNER ADS on the MBA Website and in our Heartland Bestseller List E-mails:



2009 MBA Trade Show Program Advertising

Reservation deadline: July 25 / Ad graphics deadline: August 1

NEW! Combine your MBA Trade Show Program print advertising with MBA website and E-mails banner ads for the best Trade Show advertising deal of all!

MBA TRADE SHOW AD PACKAGE 1 - Save \$300!

- Run an Outside Back Cover or Inside Full Page print ad = \$875 or \$750 value
- Run Vertical Skyscraper Banner Ads on the MBA website and 4 E-mails in September 2009 = \$850 value
- Pay one combined discounted rate!

Outside Back Cover package rate = \$1425

Inside Full Page package rate = \$1300

MBA TRADE SHOW AD PACKAGE 2 - Save \$150!

- Run an Inside Half Page print ad = \$495 value
- Run Vertical Short Banner Ads on the MBA website and E-mails in September 2009 = \$500 value
- Pay one combined discounted rate!

Inside Half Page package rate = \$845

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- 1000 copies printed and distributed to attendees on site at the Trade Show in late September/early October and mailed throughout the year to potential and new members.
 - The program, including all advertising, is posted on the MBA website as PDF files for easy electronic access.
 - Program specs: 56-64 pages, 8.5" x 11", black and white.

• Outside back cover	\$825.00	Ad size 7" x 10"
• Inside full page ad	\$750.00	Ad size 7" x 10"
• Inside one-half page ad (horizontal)	\$495.00	Ad size 7" x 4"
• Inside one-quarter page ad (vertical)	\$325.00	Ad size 3" x 4"

- MBA accepts completed Trade Show Program ads either e-mailed or on disk in PDF print-optimized format or in Mac format in QuarkExpress using Illustrator or Photoshop graphics. All fonts and graphics must also be included.
- Send completed reservation form to MBAofficeKT@aol.com. Send graphic files to the same address.
- Free-standing inserts may be included in the MBA Trade Show Program; inquire about rates and specs.
- MBA reserves the right to approve or reject all advertising.

NEW! A special offer for MBA Catalog advertisers!

***Add DISCOUNTED MBA Website and Weekly Heartland Indie Bestseller List E-mail Banner Ads to your Catalog participation!
November and December 2009 only***

Save 40% on PACKAGE 1! Pay just \$500/month!

Vertical Skyscraper Banner Ad for 1 month on
MBA website PLUS 4 E-mails, 160 px (w) x 600 px (h)
Website@\$425 + 4 E-mails@\$425 = \$850/month value

Save 35% on PACKAGE 2! Pay just \$325/month!

Vertical Short Banner Ad for 1 month on MBA website PLUS 4 E-mails, 160 px (w) x 240 px (h)
Website@\$250 + 4 E-mails@\$250 = \$500/month value