

2010 MBA CATALOG -- CUSTOM IMPRINTED CATALOG -- ORDER FORM

**URGENT! IMPORTANT!! Please call/E-mail MBA by August 12 to tell us your total quantity!
Printer must order paper by August 16!! Your order form, etc. can follow later.**

**ORDER DEADLINE AUGUST 27 - MAILING LIST DEADLINE AUGUST 27
YOUR LOGO AND COPY MATERIALS to ART FARM - DEADLINE AUGUST 27**

- Late orders cannot be accepted due to extra production time needed for these special customized Catalogs.
- PLEASE read the instructions for CUSTOM IMPRINTED Catalogs - get the PDF to download on the MBA website.
- **NEW! This year you can get up to 1000 FREE MBA Catalogs shipped to your store!**
- **1000 Catalogs is the MINIMUM quantity of custom imprinted MBA Catalogs which MBA will PRINT for your store.** You must order at least 1000 for us to customize MBA Catalogs for your in-store use and/or for mail distribution.
- **1000 Catalogs is the MINIMUM quantity of custom imprinted MBA Catalogs which MBA will MAIL for your store.** Your mailing list must have at least 1000 names in order for us to do your custom mailing for you.
- **If you want to mail Catalogs and get boxed Catalogs shipped to your store, you must order at least 1200 copies - 1000 minimum for mailing + 200 boxed Catalogs for in-store use.**

STORE NAME _____	DATE _____
CONTACT _____	POSITION _____
STREET/SHIPPING ADDRESS [Not P.O. Box] _____	
CITY _____	STATE _____ ZIP _____
PHONE ____/____/____	TOLL FREE ____/____/____ FAX ____/____/____
E-MAIL _____	WEBSITE _____
ARE YOU AN INDIEBOUND STORE? _____	AN IndieCommerce STORE? _____

IMPORTANT!! The above store details MUST be the correct PUBLIC information for your store. If they are not, please provide the name(s), address(es), phone number(s), fax number(s), E-mail address(es) & website address(es) of every store location which will be using the MBA Catalog this year. Use a separate page as needed. Although we will not be printing the store list in the back of the MBA Catalog this year, we will make sure that visitors to our website and searchable member stores directory will know which stores are supporting the MBA Catalog actively.

Part 1 - IMPRINTING FEES -Flat fees -- same price regardless of quantity needed

PLEASE CONTACT the Art Farm Advertising ASAP regarding the copy/store logo/etc. you want printed on your catalogs. Your logo, copy details, photos & graphics files, other materials are due at The Art Farm by August 27.

Laura Tallman, The Art Farm, 651-293-0162, laura@artfarmadvertising.com, is your contact person. Depending on the complexity of the graphic design work you need done, The Art Farm will bill you directly for their labor and production expenses. They will advise you when extra expense is involved.

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|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------|
| <input type="checkbox"/> | Imprint the Outside Front Cover ONLY of my catalogs | FEE \$150.00 | \$ _____ |
| | <i>OR</i> | <i>OR</i> | <i>OR</i> |
| <input type="checkbox"/> | Imprint the Outside Front Cover <i>and</i> Outside Back Cover of my catalogs
[back cover custom imprinting is possible <u>only</u> if you are NOT mailing your catalogs] | FEE \$150.00 | \$ _____ |
| <input type="checkbox"/> | Imprint the <u>Inside</u> Front Cover (page 2) of my catalogs | FEE \$250.00 | \$ _____ |
| | TOTAL Imprinting Fees | | \$ _____ |

PART 2 -- MAILING LIST SUBMISSION and FEES - catalogs to be mailed to your customers

NEW! Lower price! \$0.30/name for postage plus mail processing. MBA can mail Catalogs to your customer mailing list on your behalf. Your customized catalogs are unique to your store, so must be processed & mailed separately. You must give MBA a correctly formatted, usable computer file of your mailing list. If you can only provide your mailing list on paper, you must pay MBA to do data-entry work and create a new computer file of your list.

WE ARE PROVIDING OUR CUSTOMER MAILING LIST TO MBA THIS YEAR Yes No

We will e-mail a computer file of our mailing list to MBA.
[Please follow instructions provided in the How to Prepare Your Store's Mailing List information.]

We are sending MBA a computer file of our list on a disk or CD.
[Please follow instructions provided in the How to Prepare Your Store's Mailing List information.]

We also are renting a mailing list.

Form continues - please complete both pages!

This fee pertains only to non-computerized mailing lists sent to MBA for computer data entry. Do NOT pay this fee if you submit a computer file of your mailing list to MBA.

We are sending MBA only a list printed on paper. We will pay as follows for computer data-entry work on our list to create a new computer file.

_____ (total #) names X \$0.35/name = \$_____ + \$75 job set-up fee = TOTAL FEE \$_____

Part 3 - MAIL PROCESSING FEES -- Fees based on number of custom-imprinted Catalogs to be mailed

_____ Total number of names on your mailing list (Round number UP to nearest 100)

_____ names X \$0.30/name = TOTAL FEE \$_____

PART 4 - BOXED IMPRINTED CATALOGS ORDER and FEES - catalogs shipped directly to your store

This part of the order form is ONLY for boxed catalogs shipped to your store, not mailed catalogs.

NEW -FREE catalogs this year! Get up to 1000 of your store's customized catalogs FREE!

Boxed custom imprinted catalogs are FREE for the first 1000 catalogs shipped to your store.

NEW - Lower cost! Additional boxed custom imprinted Catalogs cost \$25 per box of 200 catalogs (\$0.125/catalog), after first free 1000 Catalogs. Boxed catalogs must be ordered in multiples of 200.

PLEASE SEND OUR STORE the following number of our custom imprinted 2010 MBA Catalog for in-store or other non-mailed distribution:

200 400 600 800 1000 FREE boxed custom imprinted MBA Catalogs (200 Catalogs/box)

_____ Additional boxes of custom Catalogs @ \$25.00/box of 200 Catalogs = TOTAL FEE \$_____
200 catalogs per box. Shipping is included in this price.

NOTE: If you need some of your boxed catalogs delivered to an address other than the store's [for example - your local newspaper, if you are doing an insert], please provide quantity, that shipping address, and a contact name and phone. Attach the info to this order form.

Part 5 - TOTAL QUANTITY of Imprinted Catalogs -- PLEASE NOTE 1000 COPY MINIMUMS! SEE ABOVE!

_____ custom-imprinted Catalogs needed for MAILING by MBA [round UP to nearest 100 names]

_____ custom-imprinted Catalogs SHIPPED TO MY STORE IN BOXES OF 200 COPIES/BOX

GRAND TOTAL QUANTITY of CUSTOM-IMPRINTED CATALOGS = _____

GRAND TOTAL FEES for CUSTOM-IMPRINTED CATALOG [Parts 1+2+3+4]

\$_____

Payment NOW is preferred, but you may pay HALF NOW and HALF LATER - by January 15, 2011.

Payment of these MBA Catalog fees is by CHECK or VISA / MASTERCARD / DISCOVER.

(We would prefer that you pay by check because it will cost MBA less to process your payment.)

PLEASE USE THE CATALOG PAYMENT FORM ON THE MBA WEBSITE.

Questions? Contact Susan Walker or Kati Gallagher ASAP!

Send BOTH this Order Form AND the Payment Form to: ***Keep a copy of this Order Form for your records!***

Upper Midwest Book Marketing, Inc. ***PLEASE NOTE OUR NEW ADDRESS, PHONE, AND FAX!!***

c/o MBA Office, 2355 Louisiana Avenue North, Golden Valley, MN 55427

763-544-2993, 800/784-7522, Fax 763-544-2266

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