



The 2010 MBA CATALOG

Check the MBA website for MBA Catalog updates!
www.midwestbooksellers.org

PLEASE NOTE! YOUR STORE MUST BE A CURRENT 2010-2011 MBA MEMBER IF YOU PLAN TO PARTICIPATE IN THIS YEAR'S MBA CATALOG PROGRAM. Please make sure your dues are paid!

Great Titles and Our Successful Program Will Help You SELL MORE BOOKS This Winter & Holiday Season!

OUR EYE-CATCHING CATALOG -- INVITING & FOCUSED ON SELLING BOOKS

- MBA Booksellers, you'll be excited by the books we'll be promoting and by the inviting, customer-friendly format of the 2010 Catalog.
- The bright, clean, uncluttered pages will focus attention on the books you're selling.
- The cover of our 2010 MBA Catalog will feature outstanding Midwest Connections and regional books that will catch the eyes and interest of your customers.

NEW! LOWER 2010 PRICING FOR BOXED AND MAILED MBA CATALOGS!!

- Our 2010 MBA Catalog fees accurately reflect the real costs to MBA of delivering catalogs to your stores and your customers. *Good news! We have been able to lower them this year!*
- **You get 1000 FREE boxed catalogs shipped to your store this year - up from only 100 free catalogs last year! Use these for your newspaper insert and save \$\$!**
- Boxed standard, un-imprinted MBA Catalogs shipped to a store are only \$0.075 each, or \$15 for a box of 200 copies. The price is down from last year's price of \$0.10 each.
- Standard MBA Catalogs will be mailed on your behalf to your customer mailing list for just \$0.25 per catalog. This covers the basic cost of mailing list processing, postage and mail handling for these catalogs. This is the same price as last year.
- Order forms and complete details about pricing for standard MBA Catalogs are available on the MBA website. Download and print these PDFs today!

We will be happy to work with you individually to plan the best 2010 MBA Catalog marketing program for your store. Contact the MBA office today for assistance!

NEW! LOWER PRICES FOR CUSTOM IMPRINTED BOXED & MAILED MBA CATALOGS

- Custom imprint your MBA Catalogs with your store's name and your own marketing information! You can customize both the outside cover and the inside front cover of your catalogs to feature your store's special events, services, and hand-sell favorites.
- Order as few as 1000 catalogs to qualify for customizing.
- **You get 1000 FREE customized catalogs shipped to your store this year - 1000 more customized catalogs than last year! Use these for your newspaper insert and save \$\$!**
- **Lower prices on boxed catalogs - \$25/box of 200 - and mailed catalogs - \$0.30/catalog!**

- Full details on fees for imprinting, mailing, and shipping custom imprinted MBA catalogs are provided on the CUSTOM IMPRINTED CATALOG info sheet and order form on the MBA website. Download and print these PDFs today!
- If you have questions about custom imprinting your catalogs with your store's name, logo, and/or unique inside front page, please be sure to contact the MBA office for help.

EARN REBATES FOR YOUR 2010 MBA CATALOG PARTICIPATION!

- **Get a rebate up to \$100 from MBA for your mailing list rental expense!**
- **Get a rebate up to \$100 from MBA for your newspaper insertion expense!**
- **Get a rebate up to \$50 from MBA for your paid print, website or radio advertising.**
- **Take digital photos of your MBA Catalog displays, send them to MBA, and get a \$20 rebate!**
- Cover a portion of your MBA Catalog expenses with these rebates - they're worth the effort!

OUR MBA "MIDWEST CONNECTIONS" MARKETING PROGRAM CROSS-PROMOTION WITH THE MBA CATALOG

- A number of titles featured on the front cover and inside the MBA Catalog are among the MIDWEST CONNECTIONS PICKS we are promoting this year through our successful comprehensive regional marketing program.
- MIDWEST CONNECTIONS authors are touring and visiting stores in our region this fall.
- Many MIDWEST CONNECTIONS authors will be speakers and/or participants at the MBA Trade Show this fall.
- Additional MIDWEST CONNECTIONS marketing plans will be announced in coming weeks.

2010 MIDWEST BOOKSELLERS' CHOICE AWARDS CROSS-PROMOTION WITH THE MBA CATALOG

- Our five 2010 Midwest Bookseller's Choice Award-winning books will be featured on the outside back cover and throughout the MBA Catalog. This is great visibility for MBA bookseller favorites!
- In addition, some of our Midwest Booksellers' Choice Honor Books will be advertised.
- All Award and Honor Book titles will be flagged for your customers.
- All of these books are the winners chosen by YOUR VOTES. Already highly popular in our region, these titles will enhance the appeal of the MBA Catalog. In turn, the Catalog will boost the sales of these Midwest Booksellers' Choice Award and Honor Book winners.

THE HEARTLAND INDIE BESTSELLER LIST + THE MBA CATALOG = MUTUAL IMPACT & BENEFIT

- The MBA Catalog gives books a boost on the Heartland Indie Bestseller List and also the National Indie Bestseller List.
- The bestseller lists in turn help promote and SELL books advertised in the MBA Catalog.
- The more stores that report, the better -- especially through BookScan.
- Get on the radar with publishers -- *Report to the Heartland Indie Bestseller List!*

INDIEBOUND CROSS-PROMOTION AND SUPPORT

- The 2010 MBA Catalog supports ABA's IndieBound program throughout our region.
- "Indie Next Picks" titles will be highlighted with the Indie Next logo in the MBA Catalog.

THE MBA CATALOG PLUS GIFT CARDS & GIFT CERTIFICATES -- PERFECT HOLIDAY GIFTS!

- Combine the MBA Catalog with your store's popular and easy-to-use gift cards or gift certificates to offer customers an array of "choose-it-yourself" gift recommendations.
- MBA Catalog titles also are great suggestions for post-holiday shopping when customers want to spend the gift cards or gift certificates they've received.

REWARD YOUR LOYAL CUSTOMERS WITH OUR 10% OFF COUPON!

- The MBA Catalog again includes our popular **coupon for 10% off any one book** in the MBA Catalog. Stores say this coupon really encourages customers to choose MBA Catalog titles.
- This incentive will give you and MBA another measurable way to track customer response.

MBA'S BOOKSELLER QUOTES HAND-SELL CATALOG TITLES

- Our special MBA **Bookseller Quotes** feature brief comments from our own booksellers, promoting many of the books in the MBA Catalog.
- This high-visibility marketing feature gives our Catalog titles added value and an extra boost from our stores' unique, personalized support.

MBA'S POPULAR "MIDWEST FAVORITES" PROGRAM

- Our highly successful MBA "**Midwest Favorites**" program highlights titles of Midwest regional interest. These titles are flagged in the 2010 MBA Catalog Title List.
- Titles chosen by MBA are showcased with "**Midwest Favorites**" blue ribbons in our Catalog.

MBA WEBSITE AND SOCIAL MEDIA SUPPORT FOR THE MBA CATALOG

- A PDF file of the entire MBA Catalog will be available on our website. You can download this PDF and post it on your own website.
- **MBA will have a RESOURCES PAGE on the MBA website**, where you will find JPG photos of all of the books in the MBA Catalog and the descriptive copy for each book that you can download and use on your own website or in your own promotional materials.
- In addition, MBA is working with our participating publishers to provide downloadable files and links for other promotional materials that they have available on our advertised titles, such as video trailers, widgets, audio clips, author Q&As, reading group guides, etc. These materials will be posted on our RESOURCES PAGE, too.
- **MBA will use our own electronic and social media resources -- our website, our Facebook page, and Twitter -- to help promote our member stores, MBA Catalog books, and other books of interest - our Midwest Connections Picks, our Midwest Booksellers' Choice Awards winners, etc.**

VERSATILE AND FREE IN-STORE POINT-OF-SALE MATERIALS ENHANCE YOUR STORE'S MBA CATALOG DISPLAYS!

- This year, we again offer both holiday gift and general interest "winter" signs and combination shelf-talkers/slip cards to help your stores display your MBA Catalog titles. These will all be available for download on the MBA website.
- MBA provides full color, high-resolution computer graphics PDF files of these POS materials.

- You can print out signs, shelf-talkers/slip cards, and enlargements of the MBA Catalog cover in whatever sizes and quantities you wish.
- Shelf-talkers/slip cards and 8.5 x 11 copies of signs and the MBA Catalog cover will print well on an inkjet color printer. For enlargements, consult your local copy or print shop.

MBA CATALOG TITLE SUPPORT FROM WHOLESALERS

- MBA asks our national and regional wholesalers to stock our MBA Catalog titles so that they will be easy for you to order.
- We also require all publishers to make their books readily available through wholesalers.
- Baker & Taylor, Ingram Book Company, and Partners Book Distributing will stock all or nearly all of our MBA Catalog titles.
- We encourage these wholesalers to offer you special incentives and terms on your orders of MBA Catalog titles. Each wholesaler will determine its own special offers and let booksellers know the details later this summer or early fall. MBA will communicate this information to you, too.

THE MBA TRADE SHOW FEATURES MBA CATALOG TITLES

- At our annual MBA Trade Show, we highlight the books in our MBA Catalog with a high-visibility, centrally located display of all Catalog titles.
- Publishers exhibiting at the Trade Show display their own MBA Catalog books, too.
- A complete list of MBA Catalog titles will be included in the Trade Show Program to help you place orders.
- We urge publishers to bring the authors of MBA Catalog books to the Trade Show. This personal contact with the authors definitely helps booksellers hand-sell these books to your own customers.

MBA CATALOG QUESTIONS & COMMENTS?

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NEW ADDRESS!
NEW PHONE & FAX!

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