

2010 MBA CATALOG -- STANDARD, UN-IMPRINTED CATALOGS 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.**

MAILING LIST SUBMISSION FORM - DEADLINE SEPTEMBER 1

ORDER FORM for BOXED QUANTITY TO BE SHIPPED TO YOUR STORE - DEADLINE SEPTEMBER 1

PLEASE NOTE! Payment with order is preferred, but you may pay later - by January 15, 2011

Please note this deadline! We MUST have your mailing list and boxed Catalogs order on time to print the correct number of Catalogs. Late orders may receive NO Catalogs or fewer Catalogs than desired!

STORE NAME _____	DATE _____
CONTACT _____	POSITION _____
STREET 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. Tell us if you are an IndieBound store, too. 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 -- MAILING LIST SUBMISSION and FEES - catalogs to be mailed to your customers

MBA will mail Catalogs to your customer mailing list on your behalf. Mailing to all of the names on your list costs \$0.25/name.

You are expected to give MBA a correctly formatted, usable computer file of your mailing list. If you can only provide your customer mailing list to MBA on paper, you must pay MBA to do data-entry work and create a new computer file of your list.

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

_____ Number of names on your mailing list (please round number UP to nearest 100)

_____ names x \$0.25/name = \$_____

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.

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 = \$_____

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.

Form continues on next page - please complete both pages.....

PART 2 - BOXED MBA CATALOGS ORDER and FEES - catalogs shipped directly to your store

Please note! This part of the order form is ONLY for standard catalogs *shipped to your store*.

NEW - MORE FREE catalogs this year! Get up to 1000 catalogs FREE!

Boxed standard, un-imprinted catalogs are FREE for the first 1000 catalogs shipped to your store.

NEW lower cost! Additional boxed standard catalogs cost ONLY \$15 per box of 200 catalogs (\$0.075/catalog), after your first FREE 1000 catalogs.

All boxed standard catalogs must be ordered in multiples of 200 -- they are packed this way.

PLEASE SEND OUR STORE the following quantity of standard, un-imprinted 2010 MBA Catalogs for in-store or other non-mailed distribution:

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

_____ Additional boxes of standard Catalogs @ \$15.00/box of 200 Catalogs = \$ _____
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 3 - GRAND TOTAL FEES DUE

Part 1	Mailing List Fees (if applicable)	\$ _____
	Data Entry Fee (if applicable)	\$ _____
Part 2	Boxed Catalogs Order Fee (if applicable)	\$ _____
	Grand Total (if applicable)	\$ _____

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:

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

www.midwestbooksellers.org

susan@midwestbooksellers.org OR kati@midwestbooksellers.org

Please keep a copy of this Order Form for your records!