



An Association for Independent Booksellers

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

Contact us with questions, too!
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The 2010 MBA Catalog -- Essential Facts for Booksellers

"We used the MBA Catalog for our mailing list, in-store display, and stuffed an additional 800 into selected zones of our local newspaper. Response to the mailing was immediate and good. The MBA Catalog was really well received this year. Folks who got it in the mail starting coming in as soon as it arrived, and the books on the list on the Catalog table sold well. Facebook has been a very recent addition to our efforts and has re-connected us to quite a few lapsed customers. Our Little Falls Business Association Open House is always a big kick-off to the season."

-- Laura Hansen, *Bookin' It*, Little Falls, MN

"A good holiday season! Yes, the MBA Catalog helps our sales! Sales up 14% for December. We tripled the number of catalogs we inserted into our local paper and worked hard to insure we were never out of catalog titles. The MBA catalog helped us a lot this holiday season."

-- Judith Kissner, *Scout & Morgan Books*, Cambridge, MN

WHAT IS THE MBA CATALOG and WHAT IS MY STORE'S ROLE IN PROMOTING IT? WHY SHOULD MY STORE PARTICIPATE IN THE 2010 MBA CATALOG?

- The MBA Catalog is vital holiday/winter season advertising for your store - a bookstore-tested, proven marketing TOOL that will help you **SELL BOOKS**. Use it actively and creatively to enhance your store's strengths in customer service, hand-selling, merchandising, promotion, community involvement, special events, and more - everything that makes your store a special place to buy books - and it will work hard for you!
- The MBA Catalog is a *traffic-builder for your store*, not a "direct response" vehicle for MBA. MBA sells NO books. It refers any "orders" it receives to our stores closest to those customers.
- Customers are urged to purchase advertised books from our MBA stores. This year customers will be directed to the complete searchable list of MBA member bookstores that is available on the MBA website, where they can find contact information and other important details.
- The MBA Catalog is paid advertising, which we sell to publishers on your behalf. The books advertised are submitted by their publishers and/or requested by MBA. We strive for a balanced list of titles that we think the majority of our stores will be able to sell. Titles must be available from at least one wholesaler or established distributor to be accepted for the MBA Catalog.
- The titles in the 2010 MBA Catalog also are displayed and promoted at the MBA Trade Show in September. This is a great opportunity for you to see many of the finished books and to place orders or re-orders for titles you need. Authors of MBA Catalog books frequently participate in the Trade Show, too, so you can meet the writers and illustrators whose books you'll be hand-selling!

- Our Catalog is a 6" x 10", 24 page full-color catalog of adult and children's books on a variety of subjects. A complete list of 2010 MBA Catalog titles is available on the MBA website as a Excel file. While a few books are holiday-specific, the majority of titles advertised will sell all year long.
- "Midwest Favorites" regional interest titles are a highlight of the MBA Catalog. In addition, this year the Catalog again promotes our **Midwest Booksellers' Choice Awards** winners and some of our honor books, as well as a number of our **2010 MIDWEST CONNECTIONS PICKS**.
- *We urge you to be PRO-ACTIVE in vigorously supporting, stocking, displaying, and selling as many of the MBA Catalog titles as possible in your store.* Your organized, enthusiastic promotion will pay off in customer satisfaction and sales!
- We ask you to stock all the MBA Catalog titles that are appropriate for your particular store and customers, although we realize that you may not be able to sell every book advertised.. In addition, please assure your customers that you will special order any Catalog titles which you don't have on your shelves.
- Even if your store is a specialty store, the MBA Catalog can work for you! MBA booksellers tell us every year that they gain extra sales of books they wouldn't normally sell, specifically because those titles are promoted in the MBA Catalog. Mail some Catalogs to top customers, make Catalogs available in your store, stock selected titles, and special order the rest for customers. We're sure you'll get an extra boost from the MBA Catalog.
- The MBA Catalog offers you the option of custom imprinting your catalogs. There are extra fees required for customizing. Customizing includes printing your store's name, logo, and contact details on the outside front cover of the Catalog, and/or a customized inside front cover message unique to your store. *[Please see the custom-imprinted catalogs info sheet and order form for details about customizing your store's catalogs. These PDFs are available on the MBA website, too.]*
- **IT IS VITAL THAT YOU REPORT YOUR SALES OF MBA CATALOG BOOKS, BOTH TO MBA AND TO THE WEEKLY INDIE BESTSELLER LIST compiled by ABA!** Our catalog is a *partnership* between you -- our booksellers -- and our participating publishers. The publishers who advertise with us want to know how their books are selling, and it's ENLIGHTENED SELF-INTEREST for you to make sure they know. Success this year is also the key to publisher support next year. Thanks in advance!
- Go to the MBA website at www.midwestbooksellers.org, for updates on the MBA Catalog, Midwest Connections, the Midwest Booksellers' Choice Awards, the MBA Trade Show, & more.

"We've done very well, sales are up. This was my 9th Christmas in business and I had my BEST holiday season ever!! And as I have told you before, the MBA Catalog continues to help. This past Easter season I had someone bring in a catalog from 2 YEARS AGO (they save them all) and asked for a book they found in it! Last year I had leftover catalogs into July, but I continued to give them out, updating them with sales fliers and misc. book information. This year I had customers in before the catalogs came out ASKING when they would be here."
 -- Angela Grafstrom, Inspiration Hollow, Roseau, MN

"We were steady and busy over Thanksgiving weekend with many families from out of town. Children's books and new releases did particularly well. Watermark Books had a December gain of between 8% to 9%. **We praise the Midwest Booksellers Association Catalog, which was distributed through our local newspaper on the Sunday after Thanksgiving. That alone brought more new faces into the store than ever before, and the store saw sales from it all that week and through December. Customers were calling and coming into the store with the catalog in hand.** The publishers were well represented with great selections in the catalog this year, and the titles were flat-out fun to sell."
 -- Sarah Bagby and Beth Golay, Watermark Books, Wichita, KS

HOW DOES THE MBA CATALOG REACH MY CUSTOMERS?

“Holiday sales this year were up from last year. **The Midwest Booksellers Association Catalog titles did very well - we mailed it to our customers and stuffed it in a local 'what's happening' paper, which has a circulation of about 8,000.** This year, River Lights increased its marketing initiatives, and that seemed to pay off in sales. Cookbooks were hot. More advertising and Facebooking. The store stayed open until 9:00 p.m. every weekday.”

-- Sue Davis, River Lights Bookstore, 2nd Edition, Dubuque, IA

“We had a great Thanksgiving weekend....approximately 25% above last year! In general, we were up 15% over last year. **The catalog definitely helped us. Customers had it in hand when they came in the store and we got phone inquiries as well.** Coupons have been redeemed.”

-- Molly Rice, Valley Bookseller, Stillwater, MN

- The 2010 MBA Catalog is distributed in two primary ways: **direct mail** and **in-store distribution**. Stores can make use of one or both of these two options. The basic procedure for "standard" or *NON-custom-imprinted* catalogs is explained below.
- *[Please see the custom-imprinted catalogs info sheet and order form for details about customizing your store's catalogs. These PDFs are available on the MBA website.]*
- 2010 MBA Catalogs are printed and ready for distribution by mid to late October. Most catalogs arrive in customers' homes via bulk mail at the beginning of November. Boxed catalogs going directly to stores are shipped from the printer to arrive in mid to late October. All stores receive a sample catalog, an updated title and inventory checklist, and further instructions in mid-October.
- **DIRECT MAIL:** The 2010 MBA Catalog is a low-cost, targeted way to deliver a high-quality, professionally produced catalog *right to your customers' homes*.
- MBA will mail your standard, un-imprinted catalogs to your customers for just \$0.25 each. Fees are detailed on the "Standard Un-Imprinted Catalogs Order Form" -- PDF on the MBA Website.
- The program is very simple. Your store provides your customer mailing list to MBA. *The deadline for us to receive your list is September 1, so update your mailing list and send a usable computer file to us NOW. See the Mailing List Instructions PDF for important details.*
- MBA's mailing service prepares your list for the Catalog mailing. Your customers' names are coded so they are linked to your store. In late October, catalogs go out via bulk mail. *Your store's name, address and phone are ink-jet printed as the return address on your customers' catalogs. *Your customers will know that the MBA Catalog comes from YOUR bookstore.**
- MBA encourages you to RENT a mailing list and build your customer base with outreach to new potential book buyers. It's easy and inexpensive to rent demographically selected names.
- **IN-STORE DISTRIBUTION:** Order catalogs to give to customers who shop in your store. Use them as bag stuffers, put them on your counter and around your store. Include catalogs in your displays.
- **NEW! This year you can get up to 1000 FREE standard, un-imprinted catalogs shipped to your store. Additional catalogs (200 per box) are only \$15 per box of 200 copies - just \$0.075 each. Order in increments of 200.**
- These boxed catalogs must be ordered in advance -- by September 1. Use the Standard Un-Imprinted Catalogs Order Form PDF on the MBA website.
- Order as many MBA Catalogs as you think you'll need for in-store use in November through February. MBA usually can fill some late orders to refill your supply, but we do not print many extra catalogs.
- Be sure to stamp or sticker your in-store copies of the MBA Catalog with your store's contact info so your customers remember where they got it! Make it easy for them to e-mail, call, or fax you, too.

HOW MUCH DOES IT COST TO PARTICIPATE IN THE MBA CATALOG PROGRAM?

- **Great news!! It costs a lot LESS this year than last year for your store to participate!**
- The 2010 MBA Catalog is a high-quality, full-color, professionally produced catalog which costs MBA over \$180,000 to produce, print, distribute, and market. Historically, the bulk of this expense has been covered by the publishers whose books are advertised. As a result, the cost of the MBA Catalog to YOU has always been very low. Last year fees were higher than normal, but this year we have brought them down again.
- The fees which you are paying for your store's copies of the MBA Catalog still cover only a portion of their actual cost. You are still receiving the basic catalogs themselves virtually free. We have set the 2010 fees for direct mailing, shipping, and customizing the Catalog so that they represent realistically what it costs to provide these services for you.

BASIC COSTS -- STANDARD, UN-IMPRINTED, NON-CUSTOMIZED CATALOGS

DIRECT MAIL COSTS - STANDARD, UN-IMPRINTED CATALOGS:

- Catalogs cost you only \$0.25 each to mail. Mail as many Catalogs to customers as you wish.
- THIS IS A SIGNIFICANT VALUE. The cost of producing, printing, mail processing, postage, and marketing for a single Catalog is approximately 85+ cents, so you are paying less than 30% of this cost. The rest of the cost is covered for you by the MBA Catalog program.

IN-STORE DISTRIBUTION COSTS - STANDARD, UN-IMPRINTED CATALOGS:

- Order catalogs to give to customers, use as bag stuffers, insert in your local paper, etc.
- **You can get up to 1000 FREE catalogs shipped to your store this year!**
- **Lower cost this year! Additional Catalogs boxed and shipped to you cost only \$15 per box of 200 - only \$0.075 each!**

ALSO see the separate Custom Imprinted Catalog information and order form for customizing, direct mail, and in-store distribution fees specific to customized catalogs.

OPTIONAL AND WORTHWHILE COSTS -AND REBATES!! - FOR YOUR MBA CATALOG PARTICIPATION:

RENT A MAILING LIST AND SEND THE MBA CATALOG TO POTENTIAL NEW CUSTOMERS:

- It's easy and inexpensive to rent demographically selected names to increase the size of your mailing list and capture new customers.
- Rental is \$0.03 to \$0.07/name; a minimum order is \$125.
- Please see the "How to Prepare Your Store's Mailing List" PDF for more details and contact information for our mailing list rental vendor, B. Direct Marketing.
- **Get a rebate up to \$100 from MBA for your mailing list rental expense!**

INSERT THE MBA CATALOG IN YOUR LOCAL NEWSPAPER AND REACH OUT TO NEW CUSTOMERS:

- We urge you to consider inserting MBA Catalogs in your local newspaper.
- This is often inexpensive - just pennies a copy in a local or neighborhood newspaper or "shopper."
- Newspaper insertions are cheaper than direct mail distribution, too. See "The 2010 MBA Catalog by the Numbers" information piece for a more detailed comparison.
- **Get a rebate up to \$100 from MBA for your newspaper insertion expense!**

ADVERTISE THE MBA CATALOG IN YOUR PAPER, ON A COMMUNITY WEBSITE OR RADIO STATION:

- Run our ready-to-use MBA Catalog ad in your local newspaper or shopper, or advertise the MBA Catalog via a community website or local radio station.
- **Get a rebate up to \$50 from MBA for your paid print, website or radio advertising.**

WHAT MARKETING AND PROMOTION OPPORTUNITIES DOES THE MBA CATALOG OFFER ME?

“Our sales for the month of November, 2009 were the fourth highest since we opened in April of 2007. Children’s books are always good sellers for us. This month and the Friday and Saturday after Thanksgiving were no exception. **Between the time we first distributed the MBA Catalog in early November and Friday, Dec. 4th, 61 titles from the MBA Catalog have been sold. The MBA Catalog is making its way into the store! Customers are bringing the catalog into the store when they shop for books and gifts. They have redeemed coupons as well.** We are doing a catalog stuffing to all staff and faculty at our college this week as a way to remind them of the wonderful titles we have in our collection and spur shopping at the downtown location this week. We will however honor purchases and discounts at the college store as well, so we may see employees visit the campus store and request titles from the catalog at that location.” -- *Vicki Wade, Pioneer Bookshop, Grinnell, IA*

“**The catalog this year was GREAT. We inserted it in the local newspaper, and people came in it with marked up for the books they wanted to buy.** We kept a big display of catalog books throughout the holiday season and the books did well. There were good picks in the catalog and the catalog itself looked very professional. I got a lot of compliments on it from other business owners.” -- *Jennifer Wills Geraedts, Beagle Books, Park Rapids, MN*

“**Yes, the MBA Catalog has definitely helped our sales.** We inserted catalogs into our local buyer’s guide paper. We used it as a bag stuffer, handing out at offsite sales events. **People love getting the catalog, and I’ve gotten a lot of people to fill out the wish list on the front inside cover.**”
-- *Candy Pearson, Apple Blossom Books, Oshkosh, WI*

• **Create an MBA Catalog display, including our MBA signs and shelf-talker.**

- **DISPLAY MBA CATALOG BOOKS PROMINENTLY AND CREATIVELY IN YOUR STORE!** Merchandise copies of the Catalog and the advertised titles together in your windows, on table displays, and on your shelves around the store.
- **This year MBA again provides FREE computer graphics files of high quality promotional materials for in-store merchandising of MBA Catalog books.** Display the MBA Catalog titles in your store using window, floor and shelf space. Use MBA’s graphics files for coordinated “holiday” and “winter” signs, plus dual-use shelf talkers/display cards to flag titles of your choice.
- You can print out these materials very cheaply on your own color printer, or have your local printer/copy shop print them in the larger sizes or quantities you need. In October, you will be able to download these files from the MBA website.
- Cross-merchandise MBA Catalog books with our Midwest Booksellers’ Choice Awards, MIDWEST CONNECTIONS PICKS, Indie Next Picks, and publisher-provided promotions for maximum sales. MBA also has Book Awards and Midwest Connections display materials available to print out from our website - signs, shelf-talkers, bookmarks - plus free Book Awards and Midwest Connections stickers.
- **Take digital photos of your MBA Catalog displays, send them to MBA, and get a \$20 rebate!**

• **Insert copies of the MBA Catalog in your newspaper, shopper, or other local publication.**

- **We urge you to consider inserting MBA Catalogs in your local newspaper.** This is often very inexpensive in a local or neighborhood newspaper or “shopper,” and an insert targeted to your community can be extremely effective in attracting new customers.

• **Run MBA’s ready-to-use MBA Catalog ad in your local newspaper**

- In October, a high resolution PDF of a basic MBA Catalog print ad will be available on the MBA website. You can give this PDF to your newspaper, which will be able to size it and customize it for you with your store’s name, logo, etc.
- Use your own store’s co-op to reinforce the impact of the MBA Catalog! Feature MBA Catalog titles in your store’s advertising, newsletters, website, and displays. Make your co-op count this holiday season! Use it “piggy-backed” on the MBA Catalog promotion to make a bigger impression on your customers.

• **Promote and link to the MBA Catalog on your store’s website and in your electronic communications to your customers.**

- A PDF file of the entire 2010 MBA Catalog will be available on our website this fall. You can download this PDF and post it on your own website.
- MBA again 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.

Take advantage of our 10% OFF coupon on the back of the MBA Catalog to leverage your sales.

- All copies of the MBA Catalog will include a coupon for 10% off any one book in the Catalog purchased at participating MBA stores.
- You will be able to use this coupon as an incentive to get your customers to buy more books, and you can record and track customer response.
- MBA is also considering using the coupon as a way to invite consumers to sign up to receive e-mailed information about our MBA stores. We also want to tell the public about the books featured through MIDWEST CONNECTIONS and the Midwest Booksellers' Choice Awards and to encourage them to buy these books from YOU!

Try these marketing initiatives - and create your own opportunities, too!

- When you sell gift cards or gift certificates, include a copy of the MBA Catalog so the lucky recipient has an easy and convenient way to decide how to spend that gift!
- Ask each bookseller on your staff to choose some books from the MBA Catalog to promote and hand-sell. Ask the publisher for advance reading copies or pick these up at the MBA Trade Show to get a head start. Have a contest to see who can sell the most copies of his/her special titles. Display these "staff favorites" and promote them and the Catalog in your newsletter, on your website, etc.
- Give MBA Catalogs to all of your book clubs. Offer "book talks" on a selection of personal or staff favorites from the Catalog. Host a private holiday shopping event in your store for book clubs and other special customers, highlighting the MBA Catalog titles among your featured gift ideas.
- Provide MBA Catalogs *in advance* before book fairs, then have MBA Catalog titles available at the book fairs for people to purchase or order from you.
- If any authors of MBA Catalog titles happen to live in your area, arrange readings, autographings, or other special events to boost sales. (Give the authors MBA Catalogs to give to *their* friends, too!)

"We did extremely well. **Our sales almost doubled this year. We did newspaper inserts with the MBA Catalog and a toy catalog.** E-mail newsletters have been huge since I started and have really bumped up my sales since I started in August." - *Valerie Stadick, Main Street Books, Minot, ND*

"We did very well! In the beginning of our 2nd year in business, we doubled our sales for Friday and Saturday over last year's numbers. **The MBA Catalog has been a great selling tool,** and we think our really beautiful window displays, fun radio ads, and word of mouth are also working very well.
-- *Tressa Mott, The Next Chapter, Knoxville, IA*

WHY SHOULD MY STORE PARTICIPATE IN THE 2010 MBA CATALOG?

HERE ARE MORE KUDOS FROM MBA MEMBER STORES & THEIR CUSTOMERS TO TELL YOU WHY!

“We had strong response from the MBA catalog. People came in with the catalog in their hands. This year again we purchased a mailing list and that made a big impact, I highly recommend it! I also felt people were conscious of supporting the local merchants and going out of their way to purchase from us.”

-- *Leslie Hakala, Best of Times Bookstore, Red Wing, MN*

“We've had people bring in the MBA Catalog wanting specific books, and we've sold quite a few books from our MBA Catalog display.” -- *Carla Ketner, Chapters Books & Gifts, Seward, NE*

“We did great. Customers were in good spirits. They clearly expressed how much the store meant to them and that shopping local was important. **The Catalog ALWAYS helps sales. I can tell you the exact time the mailman has delivered the first catalog (give or take an hour or so.)**” -- *Lisa Baudoin, Books & Company, Oconomowoc, WI*

“Our sales were up, and we did a lot of special orders. **We used the MBA Catalog, and there are some atypical titles for us that we sold only because they were out on the catalog display table.**”

-- *Tripp Ryder, Carleton College Bookstore, Northfield, MN*

“I used the MBA Catalog titles for displays and have had good success. We distributed the catalog to the faculty/staff and have gotten a good response, even for some of the Wisconsin books. We sold a Wisconsin cheesemakers book here in Minnesota!” -- *Ruth Block, St. Olaf College Bookstore, Northfield, MN*

“We were up 28.5% from last Thanksgiving weekend. We did advertise a Black Friday sale which spiked our sales. We had a table with notable MBA Catalog titles featured.” -- *Reader's Loft, Green Bay, WI*

“We were up a little over last December but overall up 7% from 2008. **The MBA Catalog does help our sales.** Our local paper asked for holiday shopping recommendations from us, too.” -- *Eileen Fesco, Book Mouse, Ottawa, IL*

“Yes, the MBA Catalog definitely helps our sales. **There were some titles in the MBA Catalog that I would not have ordered in, and we sold two or three copies of these books.**” -- *Jane Stroh, The Bookstore, Glen Ellyn, IL*

HOW DO I ORDER AND PAY FOR MY 2010 MBA CATALOGS?

- Use the Standard, Un-imprinted Catalogs Order Form or the Custom Imprinted Catalogs Order Form to place your order. Pay MBA by check or credit card.

WHEN IS THE ORDER & MAILING LIST DEADLINE FOR STANDARD, UN-IMPRINTED MBA CATALOGS? WHAT IF I'M LATE??

- The deadline for standard, un-imprinted 2010 MBA Catalog orders and mailing lists is **SEPTEMBER 1**. The deadline for custom imprinted MBA Catalog orders is August 27. **Please get your order and list sent to the MBA Office on time!** Thank you for your cooperation!!
- We cannot guarantee that we will be able to accept orders after SEPTEMBER 1, as we need to process the mailing lists and commit to a print quantity at that time.

Questions? Contact Susan Walker or Kati Gallagher ASAP!

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

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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 THE 2010 MBA CATALOG PROGRAM. Please make sure your dues are paid!