

## Custom-Imprinted 2010 MBA Catalogs Give Your Store Extra Impact with Customers!

**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.**

### **CUSTOM IMPRINTED CATALOG ORDER & MAILING LIST DEADLINE AUGUST 27** **Custom Imprinting Materials and Information DEADLINE -- August 27**

#### **What is custom imprinting?**

- "Custom imprinting" personalizes your 2010 MBA Catalogs by printing your store's name, address, logo, and other store-specific information onto your store's copies of the Catalog.
- The MBA Catalog thus becomes YOUR catalog, and your customers will see your store's name and info on the front rather than "generic" information about MBA and independent booksellers.
- The printer must stop the press to add your special information, and these catalogs cost MBA more to produce and distribute for you, so there are special fees for this service.

#### **Where will my store's message be printed on my custom imprinted catalogs?**

- You can print your store's information on up to three pages of the 2010 MBA Catalog.
- The **front cover** will be designed to accommodate changing the type that is printed in black ink, so that there will be room for your store name, logo, and some other short piece of information (address or hours, for example).
- The **back cover** has a mailing panel which is left blank to allow us to ink-jet print names and addresses on the catalogs which MBA mails to your customers. If you are NOT planning to have MBA direct mail your catalogs, you may also print information about your store in this space. [If we DO mail your catalogs to your customers, your store's name and address are ink-jet printed as the return address, so this section is personalized for you anyway.]
- The **inside front cover** (page 2) -- the whole page, printed in black ink only -- can be available for your use. You can include details such as photos, store events, special offers, services, hours, etc. on your page -- whatever you wish!

#### **Will it cost extra to have my catalogs custom-imprinted? How many catalogs will I need to order?**

- Yes, there are extra fees for imprinting and mailing your catalogs because they are unique to your store and must be kept separate from all the other catalogs we are producing. Custom imprinted catalogs cost MBA more, and we must pass these costs on to you. **THESE COSTS ARE LOWER THIS YEAR THAN IN 2010, however!**
- You need to order a minimum quantity of 1000 catalogs to make it feasible for us to handle your customizing.

Here are the fees and several examples of how they work.

⇒ **Custom-imprinting Fees:** These are the costs for your special changes on press at the printer. These fees are low again this year due to printing equipment upgrades at our printer.

Outside front cover and/or back cover	\$150.00 flat fee	
Inside front cover (page 2)	\$250.00 flat fee	** plus optional production fees

- These imprinting fees are flat fees and apply to all custom imprinting orders, regardless of the quantity of catalogs involved. Because this customizing benefits your store alone, we need you to pay these fees yourself.
- \*\* If you need our ad agency to design or produce the camera-ready material for your inside page for you, there will be an extra production charge. The ad agency will invoice you directly for this.
- The minimum quantity of catalogs which can be specially imprinted is JUST 1000 copies.
- This year your first 1000 boxed catalogs shipped to your store are FREE! You can order additional catalogs shipped to your store in increments of 200, since catalogs are 200 per box.
- Please note that the minimum number of imprinted catalogs which MBA will mail for you is also 1000 copies. Catalogs for mailing must be ordered in multiples of 100. Round your quantity UP to the nearest hundred.

- Catalogs which we mail for you are NOT free. You pay a fee per catalog, which helps pay for your postage and mail handling. See addition mailing details below and the HOW TO PREPARE YOUR STORE'S MAILING LIST FOR THE 2010 MBA CATALOG information.
- If you don't need the mailing and just want catalogs in your store, you still must order 1000 imprinted copies.
- If you want to have imprinted catalogs mailed for you, AND you want to distribute additional catalogs in your store, your total order must include BOTH quantities that are needed, with at least 1000 copies to be included in your mailing and at least 200 boxed catalogs for your store. Thus, your total quantity will have to be at least 1200 copies.

### **What information and materials do I need to provide for customizing my catalogs?**

### **What if I need help producing my customized inside front cover? Will this cost extra?**

- **ASAP - PLEASE CONTACT our ad agency The Art Farm Advertising so they can assist you with your customizing.** Pat Salkowicz or Laura Tallman, The Art Farm Advertising, 310 Sherman Street, St. Paul, MN 55102, 651-293-0162, [pat@artfarmadvertising.com](mailto:pat@artfarmadvertising.com) or [laura@artfarmadvertising.com](mailto:laura@artfarmadvertising.com). The Art Farm will be happy to help you and explain size specifications, deadlines, and other requirements.
- The Art Farm also will design your inside front cover page for you, *if you want them to*, giving you a cost estimate and submitting your page to you for your approval. In addition, they can advise you about designing your own page. [Note: You must follow our specs if you design your own inside front cover page, or it may not be usable!]
- **ASAP, but no later than August 27**, please provide your store's logo (as a computer file and in black and white, if possible), name, address, phone, fax, website, and e-mail address for the front cover of your catalogs. You may also provide other SHORT information [store hours or a slogan or tag line] which will be included if space allows.
- The Art Farm will produce your outside front cover at no charge. They will bill you directly for inside front cover design work, if applicable. Most simple inside front cover updates from your 2009 page - changing dates, for example -- will be provided free of charge. Graphic design work for the outside back cover (*possible only if you are not mailing catalogs*) will be billed at the discretion of The Art Farm, based on the work involved.
- **Give all of your customizing information and materials directly to The Art Farm Advertising:** Pat Salkowicz or Laura Tallman, The Art Farm Advertising, 310 Sherman Street, St. Paul, MN 55102, 651-293-0162, [pat@artfarmadvertising.com](mailto:pat@artfarmadvertising.com) or [laura@artfarmadvertising.com](mailto:laura@artfarmadvertising.com).

### **NEW! Up to 1000 FREE Catalogs shipped to your store!**

### **Plus LOWER fees for custom-imprinted catalogs boxed and shipped to you: \$25 per box of 200 catalogs**

- **This year you can get up to 1000 custom-imprinted catalogs boxed and shipped to your store for FREE!**
- Additional catalogs shipped to you cost **\$0.125 each**. Catalogs come 200 per box, so they cost **\$25/box** (including UPS/USPS shipping). This cost reflects the extra expense required to print, box and ship your special custom catalogs separately from the rest of the catalogs.
- You will pay this fee per box of your customized MBA Catalogs ONLY for the quantity you want shipped to your store. You do not need to pay this for the copies of your customized catalogs that we direct mail for you.
- **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 your order form.

### **Will MBA still mail my catalogs to my customers for me?**

- Yes, we will! There is a minimum quantity of 1000 mailed catalogs needed to do this cost-effectively.
- There is also a mailing list processing, mail handling, and postage fee based on the number of catalogs we mail for you, because we provide the same processing services as for standard un-imprinted catalogs.
- You will pay **\$0.30/name** (*lower than last year!*) for MBA to send your custom-imprinted catalogs to your customers **because your mailing process must be handled completely separately from the rest of the mailing.**

- Please follow instructions in **HOW TO PREPARE YOUR STORE'S MAILING LIST FOR THE 2010 MBA CATALOG.** [You may also need to pay data-entry fees for your mailing list, but ONLY if you can't provide a computer file of your list.]

### **NEW! LOWER Mail processing & postage fees for custom-imprinted catalogs -- plus mailing list rental information:**

- MBA will charge you **\$0.30/name** to mail your custom-imprinted catalogs to your mailing list. This covers the basic cost of postage and separate mailing list processing and mail handling. The additional production, printing and marketing cost of the MBA Catalog is well over 60 cents per catalog. The MBA Catalog program pays for the rest of this expense.
- You must mail a **MINIMUM OF 1000 IMPRINTED CATALOGS** in order to have MBA mail your catalogs for you. If possible, our mailing service would prefer to mail at least 3000 custom imprinted catalogs for a store.
- If your mailing list is under 1000 names, you can **RENT** a mailing list at a very reasonable cost, approximately **\$0.03 to \$0.07 cents/name**, depending upon whether you want specific names or a "Resident" list. A rented list is a great way to grow your customer base and trading area, and the MBA Catalog is the perfect marketing tool to entice new customers to come into your store. Try it - it works well!
- MBA's mailing list vendor, **B. Direct Marketing**, can provide a list for your demographic and geographic specifications, number of names needed, and budget. Rental requires a minimum order value of \$125.
- Contact **B. Direct Marketing** today for more information and rental prices and fees! Call or E-mail Bob Shoen, B. Direct Marketing, Phone 651-483-3260, Fax 651-483-3267, E-mail [bdirectlists@comcast.net](mailto:bdirectlists@comcast.net). B. Direct will give your rented list right to MBA's list processing service.

### **How do I order my custom imprinted 2010 MBA Catalogs?**

- Use the **2010 MBA Catalog Custom Imprinted Catalog Order Form** on the MBA website to place your order.

### **When is the deadline for orders AND mailing lists for custom imprinted catalogs?**

- The deadline for imprinted 2010 MBA Catalog orders and mailing lists is **AUGUST 27**. This is a firm deadline, too!
- Please note that this is a bit *earlier* than the mailing list and standard, un-imprinted catalog order deadlines.
- The deadline for providing your logo and store info to The Art Farm is **AUGUST 27**.

## **Questions? Please contact us for assistance!**

Contact Susan Walker or Kati Gallagher at the MBA Office:

**PLEASE NOTE OUR NEW ADDRESS, PHONE, AND FAX!!**

Upper Midwest Book Marketing, Inc.

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](http://www.midwestbooksellers.org)

[susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org) OR [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org)

Contact Laura Tallman or Pat Salkowicz at The Art Farm Advertising:

The Art Farm Advertising

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St. Paul, MN 55102

651-293-0162

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