

HOW TO PREPARE YOUR STORE'S MAILING LIST FOR THE 2010 MBA CATALOG

MAILING LIST DEADLINE - SEPTEMBER 1 for standard, un-imprinted catalogs

AUGUST 27 for custom imprinted catalogs

Be sure MBA has your list by this date! Send it TODAY if it's ready!!

Here are the details you need to know to prepare your store's mailing list and deliver it to MBA so that we can mail 2010 MBA Catalogs to your customers for you. PLEASE follow these directions carefully. If we don't get your list in a usable electronic file format, we must charge you extra \$ to create one! If you need help, please contact us at the MBA office ASAP. **[If you want custom imprinted catalogs, please also see the cost details for custom catalogs on the pertinent information sheet and order form.]**

How does MBA mail 2010 MBA Catalogs to my store's customers?

- Give us a copy of your up-to-date, clean 2010 customer mailing list as a computer file - on a disk or E-mailed to us. We'll process your list and mail catalogs to your customers to arrive in home at the beginning of November.
- Your customer addresses will be inkjet printed on the back mailing panel of your *mailed* catalogs and *your store's own name, address and phone number* will appear as the return address on the back cover mailing panel.

How much does it cost me to have MBA Catalogs mailed to my customer mailing list?

- This year, MBA cannot mail any catalogs for you free of charge, due to the high cost of mailing and to the level of MBA Catalog advertising revenue from publishers.
- **MBA will charge you just \$0.25/name to mail standard, un-imprinted catalogs to your mailing list. This is only a fraction of the total cost per catalog. Your cost is based on the gross number of mailing list names you submit to MBA for processing. [Custom imprinted catalogs are \$0.30/name.]**
- This \$0.25/name fee covers the basic bulk postage and mail processing expense for your catalogs. You still do not have to pay for the catalogs themselves. The additional production, printing, and marketing cost is well over 50+ cents per catalog. The MBA Catalog program pays for this part.

How soon does my mailing list have to be sent to MBA?

- Important! Our deadline for receiving your customer mailing list is SEPTEMBER 1. **DON'T BE LATE!!**
- *[Note that AUGUST 27 is the mailing list deadline for custom imprinted catalogs.]*
- Update your mailing list *now* so you will have it ready by our September 1 deadline.
- If your list is ready to send to us now, PLEASE SEND IT TODAY -- THE SOON THE BETTER!!

Do I really need to provide a new list for 2010??

- YES!! Even if you sent MBA a list last year, send us a new, clean, updated list this year.
- *Because of the cost to you and to MBA this year, we urge you to clean and edit your mailing list thoroughly.* Old, out-of-date lists are not effective and waste catalogs and money.
- Be sure your list conforms to USPS standards. If you don't follow their rules, they may dump your catalogs! Our mailing list processing vendor checks address validity, but it saves time and money if you give us clean names.

How do I send MBA my mailing list on a computer disk?

Or how do I E-mail a computer file to MBA?

Please note: To send your list on a computer disk or E-mail it to us, you must follow these instructions, or your list may be unusable. If you're confused after reviewing them, *please call us for help!*

- You need to E-mail your mailing list to susan@midwestbooksellers.org AND kati@midwestbooksellers.org. This way we will have a back-up in case a file goes astray. If you want to send a CD disk, please pack it carefully to avoid damage and mail it to the MBA office address.
- Your list can be prepared on either a PC (Windows or DOS platform) or a Mac. Either way, you need to save your mailing list file as an Excel spreadsheet file OR as an ASCII file, either comma-delimited or tab-delimited.
- Do *NOT* send a file for printing mailing labels. This does NOT work, and we can't always convert it.
- You can send your list as an Excel spreadsheet file. This format works very well. In your Excel file, you should have a separate column for each "field" of information: Last Name, First Name, Street Address, City, State, Zip. A customer record would read across a row, with the information in the appropriate columns.
- Your own original file also can be a database file, where each piece of information is in a separate database field: for example, Field 1=Last Name; Field 2=First Name; Field 3=Street Address; Field 4=City; Field 5=State, Field 6=Zip. This converts very easily to an ASCII file. [Be very sure that the city, state, and zip for each address are in *separate fields*, NOT grouped together. The computer can't sort by zip code correctly if these pieces of info are grouped together within one field in any way.]
- If you are keeping your mailing list in a word processor file (just typed text), it may be possible to convert it to an ASCII comma- or tab-delimited file, though you may need to do some clean-up work on it first. If you need help, or you're not sure what kind of file you've got, let us know. We'll help you figure it out.
- Do *not* send us a disk or an E-mailed file all by itself. First, be sure to label the disk itself or send an E-mail message with your store's name, address, phone, fax, E-mail address, and a contact person's name.

If you're mailing us a disk, enclose *on paper* the store contact person's name, plus your store's full name, complete street address, city/state/zip, phone number, fax number, E-mail address, and website URL -- we need this store info for coding your return address accurately in the computer. **If you are E-mailing a file to us, be certain to include all of these store details in your accompanying message.**

Finally, *on paper or in your E-mail message* include details about your mailing list file: The type of computer you've used (Mac or PC), the software program you've used (Microsoft Excel 2003 or 2007, or Word XP, or Access 7.0, for example), the name of each field or column of information (see above), and the order in which the fields or columns appear in the file. Please be as complete as possible. And call us for help if needed.

- We do NOT require you to send a HARD COPY of your list in addition to your computer disk or e-mailed file.

Sometimes, however, computer files do *not* work. If we can't resolve the problem with your file, we will need a hard copy back-up list so we can re-enter your data, which will cost you **\$0.35 per name, plus a \$75 job set-up fee**. If this proves necessary, Do NOT send actual mailing labels. We can't use them on the catalogs. We would just need the list printed out on paper so our data-entry vendor could re-enter it. [You also could get the data re-entry work done yourself, which would save you some money, as long as you could get the list to us on time.]

- **Special notes --**

Little Professor Book Centers--If your list is coming to us on disk through your corporate office, you should be fine. These lists are normally formatted correctly.

BookLog stores--*Please* contact BookLog tech support for help! You *must* convert your mailing list file out of the BookLog format into an **ASCII format or an Excel file**, or we cannot use it. This is not hard to do, but your file will be worthless if you *don't* do it. Also, do **NOT** send a file set up to print mailing labels. This does NOT work either!

Stores with other computerized inventory systems--If your mailing list is maintained as part of your computerized inventory system, PLEASE check with your tech support for help in preparing your disk or file for us. Again, you *must* convert your mailing list file from your inventory system format into an **ASCII format or an Excel file**, or we cannot use it. Also, do **NOT** send a file that is set up to print mailing labels. This does NOT work either!

What if I can only send my mailing list on paper?

- That's OK, but you will have to pay MBA for data-entry to create a computer file of your list. The cost is \$0.35 per name, plus a \$75 job set-up fee. Please order and pay for this service on the Standard, Un-Imprinted Catalogs Mailing List Submission Form OR the Custom Imprinted Catalog Order Form. [NOTE: You probably will find it cheaper to get your own local data-entry service in your community to computerize your list for our use.]
- Send us a printed copy of your mailing list names. Please do *not* send us your ONLY original list, -- we can't return it! Also, do NOT send us actual pressure-sensitive mailing labels. We can't use those either.

I don't have a mailing list, but I want to mail catalogs to people in my community?

What do I do?

I want to add MORE names to my existing list and expand my customer base?

What do I do?

- You can RENT a mailing list at a very reasonable cost, approximately \$0.03 to \$0.07/name, with a minimum order value of \$125.
MBA's mailing list vendor, B. Direct Marketing, can provide a list for your demographic and geographic specifications, number of names needed, and budget. They will send this list directly to MBA's data processing vendor for you, too. 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!
- **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. B. Direct will give your rented list right to MBA's list processing service.

Contact Susan Walker or Kati Gallagher at the MBA Office if you have any questions about the 2010 MBA Catalog Program:

NEW PHONE! 763-544-2993, 800-784-7522, **NEW FAX!** Fax 763-544-2266

www.midwestbooksellers.org

susan@midwestbooksellers.org OR kati@midwestbooksellers.org