



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

Contact us with questions, too!
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URGENT! IMPORTANT!!

Please call/E-mail MBA by August 12 to tell us the total quantity of Catalogs you need!

Printer must order paper by August 16!! Your order form, etc. can follow later.

August 1, 2010

Dear MBA Booksellers -

2010, like 2009 before it, continues to challenge all of us to work harder to sell books. This upcoming holiday season, the 2010 MBA Catalog is a more important marketing tool for your store than ever. Make your investment pay off by leveraging your MBA Catalog participation in as many ways as you can!

We are delighted that we have GOOD NEWS to share with you about our lower 2010 pricing. This will make this year's MBA Catalog significantly less expensive for your stores!

- **You can get 1000 FREE custom imprinted MBA Catalog shipped to your store!**
(We could offer you no free custom catalogs last year.)
- **You can get 1000 FREE standard, un-imprinted MBA Catalog shipped to your store!**
(We could offer you only 100 free standard catalogs last year.)
- **Additional boxed custom imprinted catalogs shipped to your store are only \$25/box of 200!**
(Last year they cost \$17/box of 100 - so \$0.17 each, versus \$0.125 each this year.)
- **Additional boxed standard catalogs shipped to your store are only \$15/box of 200!**
(Last year they cost \$10/box of 100 - so \$0.10 each, versus \$0.075 each this year.)
- **MBA will mail custom imprinted catalogs for you for just \$0.30 each.** (\$0.32 each last year)
- **MBA will mail standard catalogs for you for just \$0.25 each.** (\$0.25 each last year)
- **You can earn up to \$270 in rebates from MBA for your 2010 MBA Catalog participation!**

We want YOU to benefit from a more affordable 2010 MBA Catalog and we want and need your support in a BIG way this year to boost our circulation higher than ever before! Our goal is at least 400,000 catalogs - which we can achieve with your pro-active participation.

The 2010 MBA Catalog is in production now, and we have a strong list of titles which publishers are advertising with us this year. We do have somewhat *MORE* titles and publisher revenue this year than last year, too, which is great! However, we still are significantly below the level of publisher revenue that we once enjoyed a few years ago, and this is a direct result of the still difficult economic times that we're all experiencing.

This year we again will produce a 24 page catalog instead of 32 pages, the same as in 2009. We again are using a less expensive paper. We have gone back to the printer for a new bid to keep the paper-

print-bind cost as low as possible. Nevertheless, the MBA Catalog costs around \$140,000 to produce, print, mail, ship, and market for you. The revenue from publisher advertising does still pay for a major portion of the cost, and somewhat more this year than last year, but we continue to need YOUR financial support, too, in order to make the 2010 MBA Catalog program work.

So how do you participate in the MBA Catalog program this year?

ASSERTIVELY -- CREATIVELY - ENTHUSIASTICALLY!

Here are a few recommendations.....

- Plan to insert catalogs in your local newspaper. MBA booksellers who have done this over the past few years have had great results! You also may find that it's less expensive than direct mail for getting your catalogs into your customers' homes and businesses.
- Look into distributing catalogs through local companies, colleges, schools, or organizations, particularly those with which you have established relationships.
- CLEAN UP your customer mailing list now so that you maximize its effectiveness for your marketing dollars. Look into renting more names to grow your customer base - you can do this very inexpensively for the return you can get from this outreach.
- Check out and order the titles to be advertised in the MBA Catalog now. Take advantage of publishers' special offers, coop, etc., both now and during the fall. Many of these offers will be promoted at the MBA Trade Show, too.
- Support the MBA Catalog electronically in every possible way - with your store's website, your Facebook page, your Twitter account, your e-mail blasts and e-newsletters to your customers, etc. This year MBA will give you more electronic tools and resources to help you promote the MBA Catalog online.
- Use the MBA Catalog in your community in as many ways as you can invent - in-store events, special "customer recognition" shopping events in your store, book fairs, book clubs and reading groups, holiday open houses and fairs, sidewalk sales, cross-promotions with other businesses, etc.
- Always include copies of the MBA Catalog with the gift cards and gift certificates you sell. Add it to specially bundled gift boxes and packages of books that you create to entice your customers.
- Pick out your store's hand-selling favorites among the MBA Catalog titles and promote the heck out of them - along with the other titles in the catalog.
- Display MBA Catalog titles prominently in your store - and sell books off your displays.
- YOUR IDEAS HERE!

We look forward to working with all of you again this year to SELL MORE BOOKS with the MBA Catalog. We always welcome your comments and suggestions, so please be in touch!

QUESTIONS? PLEASE CONTACT US FOR ASSISTANCE!

Susan Walker and Kati Gallagher

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

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!