



MBA
Midwest
Booksellers
Association

An Association for Independent Booksellers



www.midwestbooksellers.org

Your #1 Source for MBA Information

MIDWEST CONNECTIONS
Regional Marketing Program

MBA CATALOG

MBA TRADE SHOW

MIDWEST BOOKSELLERS' CHOICE AWARDS

HEARTLAND INDIE BESTSELLER LIST

Searchable

MBA MEMBER BOOKSTORES DIRECTORY

INDUSTRY RESOURCES

MEMBER NEWS

and more!

PUBLISHERS & VENDORS - ADVERTISE ON THE MBA WEBSITE
and in our weekly Heartland Indie Bestseller List E-mail blasts!

*Reach the book trade and the reading public with ads
like this one -- See details in this brochure.*

**A MIDWEST
CONNECTIONS PICK!**

**"One of our
time's most
compelling
memoirs."**

—Esquire



**"Alex Lemon's *Happy* is
empathetic, vividly
rendered, and impossible
to put down."**

—Kirkus Reviews (starred)





Midwest Booksellers Association 2010 Advertising Opportunities Rates and Specs



Website and Email Banner Ads Ad Formats, Rates and Discounted Ad Packages

<http://www.midwestbooksellers.org/advertising-opportunities/>

Ads on the MBA website www.midwestbooksellers.org can be directed at either MBA members and the book trade, or at the general public. The public is always directed to our searchable online Bookstore Directory to purchase books from our member bookstores.

Banner ads in our weekly Heartland Indie Bestseller List E-mails are delivered via Constant Contact to our booksellers, members and others in the book industry.

We can work with advertisers to create special E-mails which deliver advertising and related informational content to our booksellers and members.

Publishers also can promote titles to the public that are featured in our MBA Midwest Connections regional marketing program, the MBA Catalog, and/or the Midwest Booksellers' Choice Awards program. These ads are linked to our searchable online Bookstore Directory to direct the consumer to our member bookstores.

MBA will work with each advertiser to determine the web pages and e-mail formats which are most appropriate for each banner ad. Banners suitable for the consumer also are made available to our stores to put onto their own websites or use in their own e-mail blasts to customers.

Combine banner ads at discounted rates with print ads in the MBA Catalog and/or the MBA Trade Show Program, too! Please inquire about these special advertising packages.

***Don't see exactly the advertising program that suits you best?
Please contact us. We will create a customized & discounted package for you!***

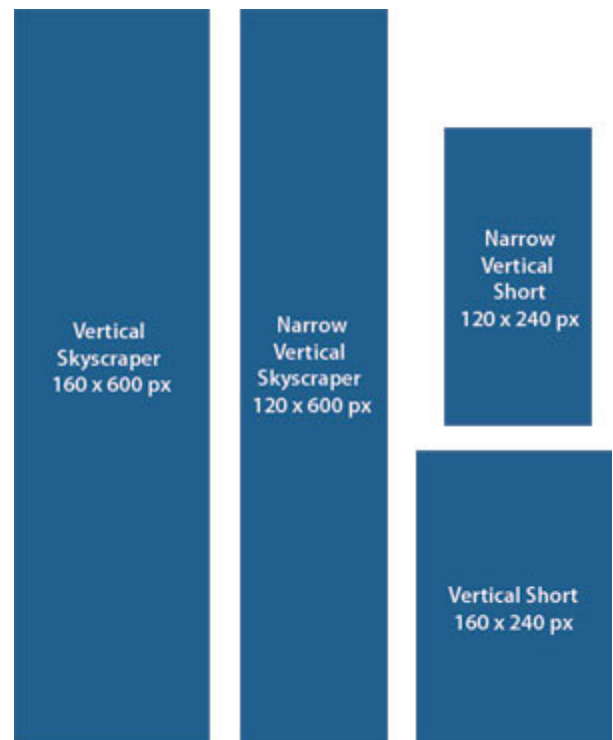
Banner ads on the MBA Website:

- * Vertical Skyscraper Banner Ad = \$425/month
160 px (w) x 600 px (h)
* This banner is the same size used in Shelf Awareness.
- Narrow Vertical Skyscraper Banner Ad = \$350/month
120 px (w) x 600 px (h)
- Vertical Short Banner Ad = \$250/month
160 px (w) x 240 px (h)
- Narrow Vertical Short Banner Ad = \$200/month
120 px (w) x 240 px (h)

Banner Ads on weekly Heartland Indie Bestseller List Constant Contact E-mails:

These E-mails go to all MBA members, plus other book industry contacts.

- * Vertical Skyscraper Banner Ad
* This banner is the same size used in Shelf Awareness.
160 px (w) x 600 px (h)
1 week = \$150 / 2 weeks = \$250 / 1 month = \$425
- Vertical Short Banner Ad
160 px (w) x 240 px (h)
1 week = \$80 / 2 weeks = \$140 / 1 month = \$250



SAMPLES OF BANNER ADS on the MBA Website and in our weekly Heartland Indie Bestseller List E-mails

Midwest CONNECTIONS
APPEAL TO THE HEART

in a HEARTBEAT
LORETTA ELLSWORTH

The Cougar Club
A NOVEL
SUSAN MCBRIDE
AUTHOR OF *SAFE KIDNAP*

Weeping Underwater Looks a Lot Like Laughter

A MIDWEST CONNECTIONS PICK!

HAPPY
ALEX LEMON

"Alex Lemon's *Happy* is empathetic, vividly rendered, and impossible to put down."
—*Kirkus Reviews* (starred)

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EVERYTHING HAPPENS FOR A REASON

Everything Happens For A Reason
By Warren Hanson

A message encouraging readers to celebrate both the hoped for and unexpected events, whatever they may be. This book is for anyone who has asked the question "Why?" and who boldly looks with hope and confidence to the future knowing everything really does happen for a reason.

Hardcover with jacket,
40 pgs. TRISTAN Publishing
ISBN 978-0-931674-85-3
\$14.95

tristanpublishing.com
866.545.1383

- Custom banner design is available. Our webmaster will provide you with a cost estimate in advance.
- Extra time is needed for production. Please check with us in advance.
- Send completed reservation form to kati@midwestbooksellers.org by the 15th of the month before the ad is to run.
- E-mail all graphic files and details to advertising@midwestbooksellers.org by the 20th of the month before the ad is to run. Submit artwork in jpeg or gif format and supply URLs for pertinent link(s) to be set up from the ad to your website(s).
- MBA reserves the right to approve or reject all advertising.
- Tracking of the number of users who click on the banner is provided upon request.

SAMPLES OF BANNER ADS on the MBA Website and in our weekly Heartland Indie Bestseller List E-mails

A Midwest CONNECTIONS PICK

"...a lovely story of forgiveness, restoration and a dash of hopeful whimsy..."
—*Publishers Weekly*



Ever wonder how your life would change if the pain that holds you captive was stripped away?

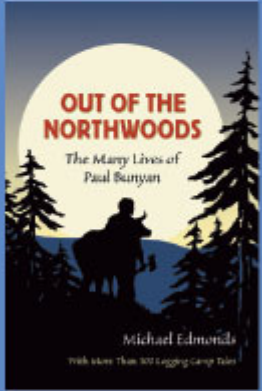
INCLUDES READERS GUIDE

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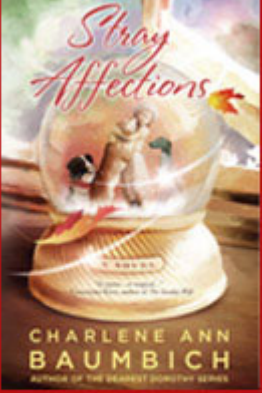
A Midwest CONNECTIONS PICK

The last and best word on Bunyan!

—Professor James P. Leary,
Director of Folklore Program,
University of Wisconsin – Madison



Wisconsin Historical Society PRESS



A Midwest CONNECTIONS PICK

"A LOVELY STORY"
—PW

Midwest CONNECTIONS CHILDREN'S PICKS








Midwest Booksellers' Choice Award WINNERS







MBA Midwest Booksellers Association

GIVE BOOKS! SHOP OUR CATALOG!