



Midwest Booksellers Association Banner Ad Reservation Form



Company name **Date**

Address **City/State/Zip**

Contact Person / Title **Phone** **Fax** **Email**

Check ad choice	MBA Website	List dates your ad is to run
	*Vertical Skyscraper Banner Ad = \$425/month 160 px (w) x 600 px (h) *Banner = size 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)	
Check ad choice	Weekly Heartland Indie Bestseller List E-mails	List dates your ad is to run
	*Vertical Skyscraper Banner Ad 1 week = \$150 / 2 weeks = \$250 / 1 month = \$425, 160 px (w) x 600 px (h) *Banner = size in Shelf Awareness	
	Vertical Short Banner Ad 1 week = \$80 / 2 weeks = \$140 / 1 month = \$250 160 px (w) x 240 px (h)	

Please see MBA Ad Rates and Specs for more details.

- 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.

