



## Midwest Booksellers Association 2010 MBA Trade Show Advertising Opportunities



**Deadline for ad reservations, graphics files and payment: August 20, 2010**

Company name \_\_\_\_\_

Date \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Person / Title \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

### ⇒ 2010 MBA Trade Show Program Advertising

- The program, including all advertising, is posted on the MBA website as PDF files for easy electronic access.
- Printed and distributed to attendees on site at our October Trade Show; mailed throughout the year to potential and new members.

Placement	Size	Rate
1. Outside back cover	7" x 10"	\$825.00
2. Inside full page ad	7" x 10"	\$750.00
3. Inside one-half page ad	7" x 4" horizontal	\$495.00
4. Inside one-quarter page ad	3" x 4" vertical	\$325.00

#### Production specs:

- Program specs: 56-64 pages, 8.5" x 11", black and white.
- MBA accepts completed Trade Show Program ads either e-mailed or on disk in PDF print-optimized format or in Mac format in QuarkExpress using Illustrator or Photoshop graphics. All fonts and graphics must also be included.

### ⇒ New! Add Discounted Banner Ads to your Trade Show Participation!

Advertise on the MBA Website & the weekly E-mailed Heartland Indie Bestseller List!

#### Banner Package 1 – save 40% - pay just \$500/month! (Actual value = \$850)

Vertical Skyscraper Banner Ad: 160 px (w) x 600 px (h)  
1 month on MBA website PLUS 4 E-mails in September

#### Banner Package 2 – save 35% - pay just \$325/month! (Actual value = \$500)

Vertical Short Banner Ad: 160 px (w) x 240 px (h)  
1 month on MBA website PLUS 4 E-mails in September

#### Production specs:

- 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).
- 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.
- Tracking of the number of users who click on the banner is provided upon request.

**MBA reserves the right to approve or reject all advertising.**

**Send reservation form and graphics files to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org). Payment to address below.**

Check advertising opportunity you wish to reserve	Payment due (due with reservation)
Trade Show Program -- State placement & size: _____	\$
Banner Package 1	\$
Banner Package 2	\$
<b>Total due</b>	<b>\$</b>

# Midwest Booksellers Association

## Credit Card Payment Form

- Please enclose a check with your completed ad reservation form – OR
- Fill out the credit card information below and send with your completed ad reservation form.

\_\_\_\_\_  
Company name Date

\_\_\_\_\_  
Contact Person / Title Phone Fax

\_\_\_\_\_  
Email

Payment for Trade Show Advertising \$ \_\_\_\_\_

___ Visa ___ MasterCard ___ Discover / Amount authorized \$ _____ (NOTE: Amex not accepted)	
Card No. ____ - ____ - ____ - ____ - ____	Expires ____ / ____ V Code _____
Print name on card _____	
Address & Zip on statement _____	
Signature _____ (MBA's Tax ID# 36-3381963)	

This information is being collected separately to comply with Visa and MasterCard Data Security Rules effective September 30, 2007, and with the Minnesota law effective August 1, 2007 (Minn. Stat. 325E.64; H.F. 1758). This security rule and law prohibit storage of cardholder information and require destruction of cardholder information.

Your credit card information will be stored in a secure area with limited access until the final payment is made. At that time, all information containing your credit card number (including this form) will be destroyed.