

Midwest Booksellers Association 2011 Winter Catalog

Promotion

- 350,000+ print run circulated broadly throughout our nine-state region.
- Distributed by 220 member stores through direct mail, newspaper insert, etc.
- Browsable online version posted on MBA's and member stores' websites.
- Enabled for easy online ordering for participating IndieCommerce stores.
- All titles featured in catalog display at our fall trade show.
- Complimentary slip cards to exhibiting publishers for their advertised titles.
- All advertisers receive a spreadsheet of MBA member stores and contact info.
- Complimentary marketing materials given to stores: signs, shelf-talkers, sell sheets, and title list for ordering and tracking sales.
- Stores receive rebates from MBA for their participation.
- Special rate for titles with regional content. See Midwest Favorites one-sheet at www.midwestbooksellers.org/catalog.
- Full title list given to wholesalers serving our region.

Ad Rates

NEW! Half Page Special Feature	\$6,500	Standard	\$2,300
Customizable. 1-3 books, 1-3 block of copy, author photo/bio/website. See samples in mock-up.		1 book, 1 block of copy	
Third Page	\$5,500	Midwest Favorite	\$1,100
1-3 related books, 1-3 blocks of copy		1 book, 1 block of copy.	
Quarter Page	\$3,200	<i>Note: Must be approved by MBA. See separate form.</i>	
1-2 related books, 1 blocks of copy			

Don't see what you like? Email Carrie@MidwestBooksellers.org for paperback rates or other ideas, such as putting your jacket art on our cover.

Deadlines

- | | |
|---|-------------|
| • Midwest Favorites Submission | June 4 |
| • Midwest Favorites Approved | June 17 |
| • Contract | June 30 |
| • Copy | July 8 |
| • Cover Graphics | July 22 |
| • Finished books for trade show display | September 9 |
| • Invoices mailed | September 1 |
| • Full payment due | October 31 |
| • Advertised titles must be in stores | October 31 |
| • Catalogs dropped to stores and distributed to customers | November 1 |

Specs

- Trim size 6" x 9", 24-32 pages, full color, 50# offset enamel stock.

Graphics

- 300 dpi high-res jpg or tiff file of book cover no larger than 3" tall
- Upload to ftp.artfarmadvertising.com
User: mba09, Password: MB5868 (case-sensitive), or Email to Laura@ArtFarmAdvertising.com

Everything Else

- Completed and signed contract (found at www.MidwestBooksellers.org/catalog)
- Catalog page for data verification during proofing
- 25-30 words of descriptive copy per book
- Two copies of ARC or finished book for trade show display

Email to: Kati@MidwestBooksellers.org,
fax to: (763) 544-2266, or mail to address below

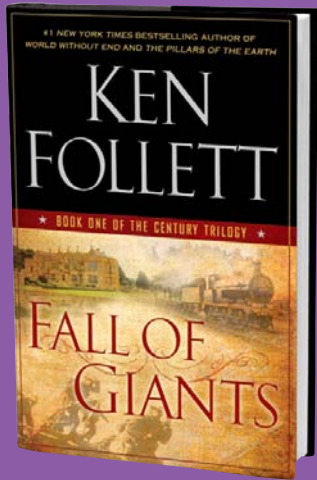
Midwest Booksellers Association | Upper Midwest Book Marketing, Inc.

2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427-3646 (763) 544-2993, (800) 784-7522, F (763) 544-2266

Executive Director: Carrie Oby • Carrie@MidwestBooksellers.org

Assistant Director: Kati Gallagher • Kati@MidwestBooksellers.org

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for the fiction fan

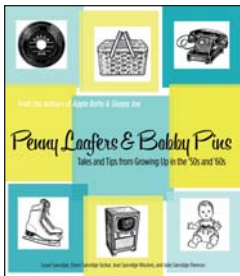


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\$36.00 Hardcover ISBN: 9780399156922 Penguin Group (USA)

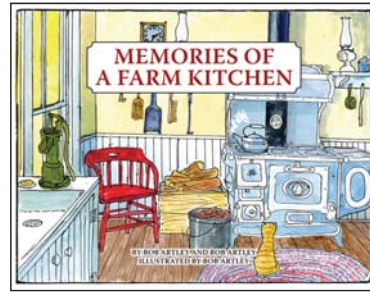
THIRD PAGE VERTICAL



Penny Loafers & Bobby Pins:
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Susan Sanvidge,
Diane Sanvidge Seckar,
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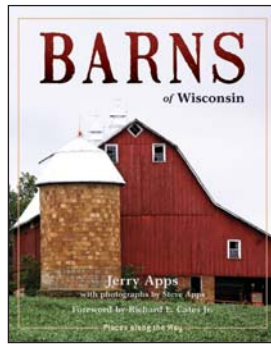
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Wisconsin Historical Society Press
\$18.95 Paperback ISBN: 9780870204463



Farm Kitchen
Bob Artley and Rob Artley: Illustrated by Bob Artley
Award-winning artist Bob Artley nostalgically evokes the ideal of the traditional Midwestern farm kitchen in this beautiful homage to times past. Heirloom family recipes and cozy memories accompany Artley's signature pen-and-ink drawing and full-color illustrations.

Pelican Publishing Company
\$22.95 Hardcover ISBN: 9781589801509



Barns of Wisconsin
Jerry Apps
Photographs by Steve Apps

In this new edition, award-winning author Jerry Apps shares a unique perspective on the great barns of rural Wisconsin. *Barns of Wisconsin* discusses the disappearance of barns

from our landscape and preservation efforts to save these important symbols of American agriculture.

Wisconsin Historical Society Press
\$29.95 Hardcover ISBN: 9780870204531

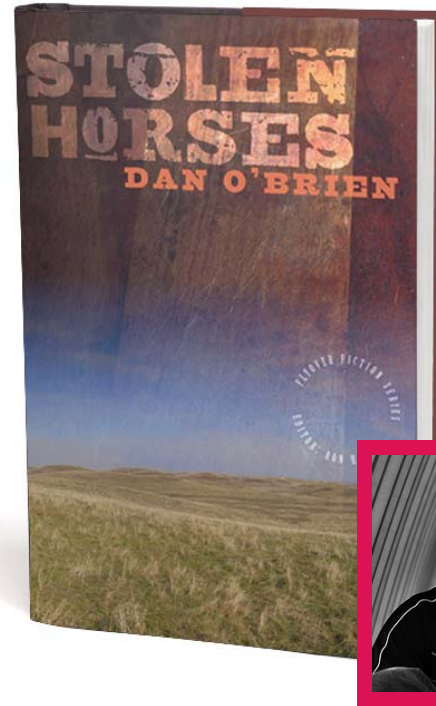


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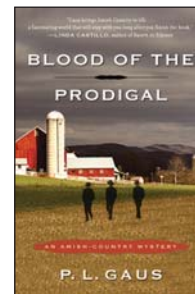
Stolen Horses
Dan O'Brien

Award winner O'Brien's perceptive novel *Stolen Horses* takes place in the small cattle town of McDermot, Nebraska. The native residents wrestle with the arrival of outsiders and a local journalist uncovers a medical scandal epitomizing the problems facing the divided community in this fiction that rings true to reality. A Bison Original /University of Nebraska Press
\$19.95 Paperback ISBN: 9780803231085



Dan O'Brien
Author bio here

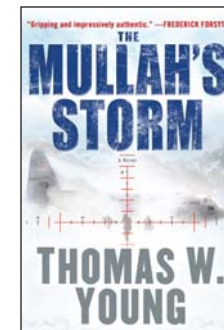
HALF PAGE
SPECIAL FEATURE



Blood of the Prodigal
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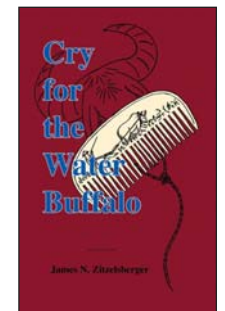
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Penguin Group (USA)



The Mullah's Storm
Thomas W. Young

Full of constant surprises delivered at a relentless pace, *The Mullah's Storm* is an extraordinary debut novel about courage and survival in Afghanistan, written as only a man who has "been there and done that" could tell it. Putnam

\$25.95 Hardcover
ISBN: 9780399156922 Penguin Group (USA)



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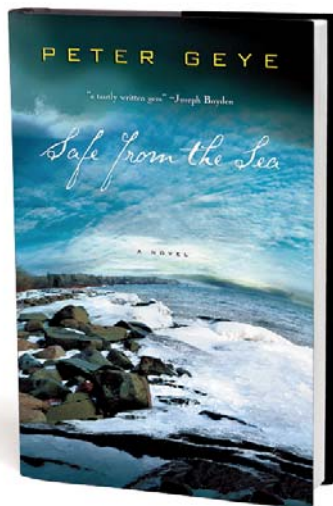
Moki Lane Publishing
\$15.95 Paperback ISBN: 9780316120432

the perfect gift

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Safe From the Sea A Novel Peter Geye

A father and son reconnect in Duluth, 35 years after the father survived the tragic wreck of a Great Lakes ore boat, all while the son grapples with his wife's multiple miscarriages. This novel delves into the complexities of families through an emotionally charged story centering on this father-son relationship. **Unbridled Books**
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THIRD PAGE HORIZONTAL

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The Distant Hours: A Novel Kate Morton

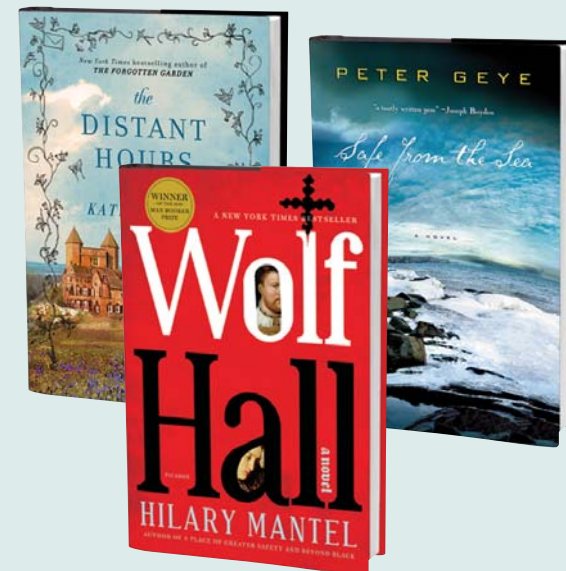
From the bestselling author of *The House at Riverton* and *The Forgotten Garden* comes a new historical epic. While unraveling her mother's past, a young woman discovers more than she expected. **Atria Books**
\$26.00 Hardcover ISBN: 9781439152782 Simon & Schuster

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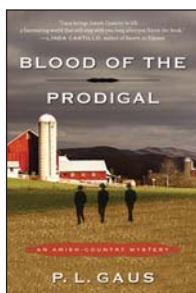
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England in the 1520s is a heartbeat from disaster. Henry VIII desperately needs counsel. Enter Thomas Cromwell: a charmer and a bully, both idealist and opportunist, astute in reading people, and implacable in his ambition. Together they triumph—but at what cost? **Picador**
\$16.00 Hardcover ISBN: 9780312429980 Macmillan



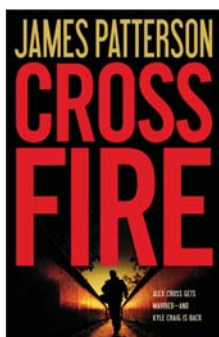
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Blood of the Prodigal An Amish-Country Mystery P. L. Gaus

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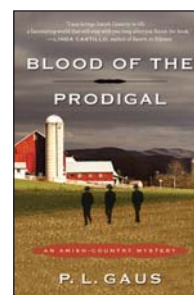
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Cross Fire James Patterson

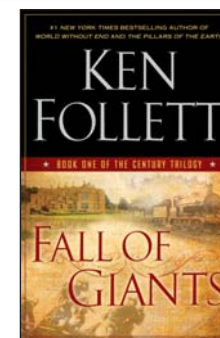
The Mastermind is back, and he's about to destroy everything—and everyone—Alex Cross loves. With a super-charged blend of suspense, action, and deception, *Cross Fire* is Patterson's most exciting Alex Cross novel yet. **Little, Brown & Company**

\$27.99 Hardcover ISBN: 9780316120432 Hachette Book Group
\$29.99 Large Print ISBN: 9780316120432 Hachette Book Group



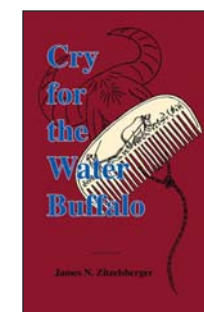
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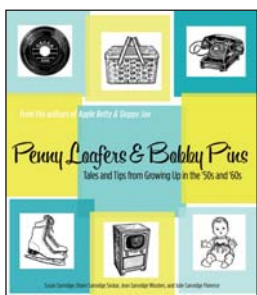
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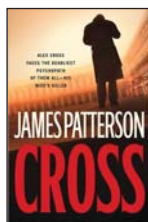
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Cross Fire James Patterson

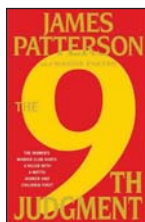
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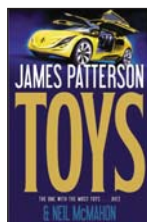
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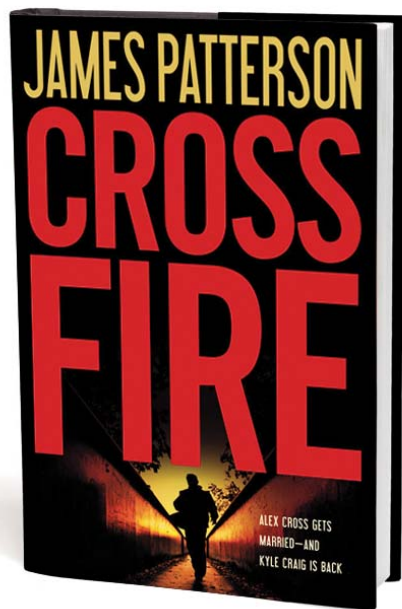
Cross



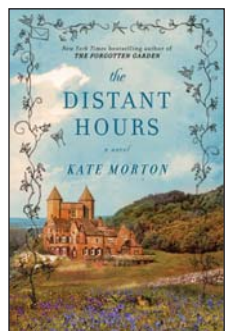
9th Judgment



Toys



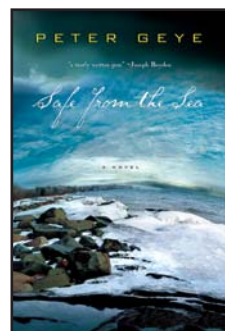
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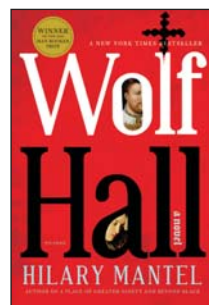
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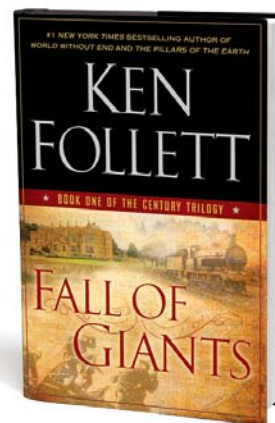
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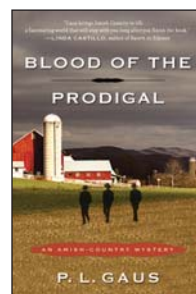


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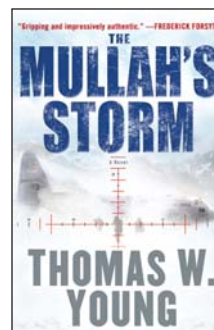
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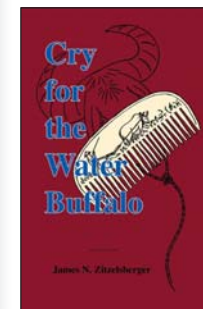
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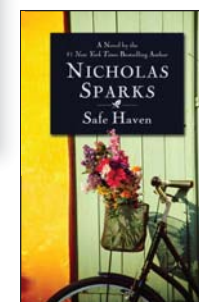
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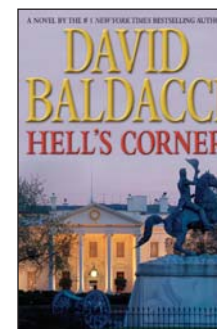


Safe Haven Nicholas Sparks

Two decades after their idyllic summer in Italy, Audrey announces she is dying of cancer, and her best friend Renée drops everything to spend the final days together. Renée's world is turned upside down when she has a chance to re-live the choices of her past in a way

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Grand Central Publishing
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midwest favorites



Swallowing the Soap New and Selected Poems William Kloefkorn

This volume, the first to span the forty-year career of Nebraska state poet William Kloefkorn, brings together the best-known and most beloved poems by one of the most important Midwestern poets of the last half century.

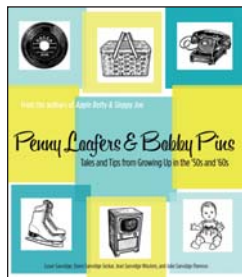
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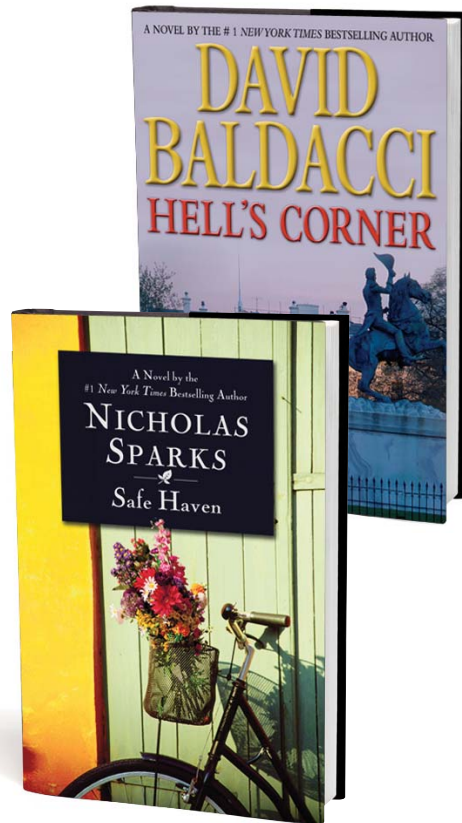
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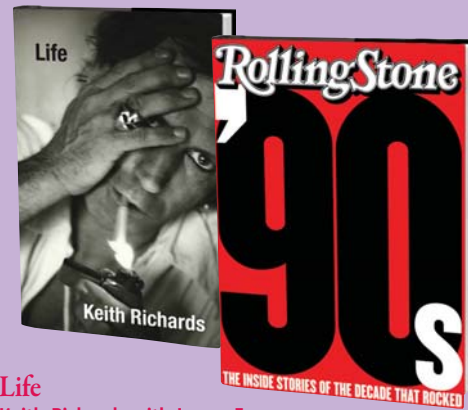
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HALF PAGE
SPECIAL FEATURE



Life Keith Richards with James Fox

The '90s The Inside Stories of the Decade That Rocked

One block of copy for both: With The Rolling Stones, Keith Richards lived the original rock and roll life. From learning guitar and forming a band...

Little, Brown & Company

Life: \$27.99 Hardcover ISBN: 9780316120432

The '90s: \$27.99 Hardcover ISBN: 9780061779206

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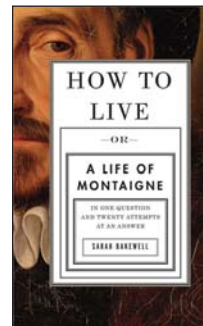


News To Me Adventures of an Accidental Journalist Laurie Hartzel

News to Me is the adventurous memoir of Laurie Hartzel's journey into the world of mid-1970s journalism. It is the chronicle of a Duluth newspaper on the cusp of transformation and of the talented, persistent journalist

who witnessed it all. University of Minnesota Press

\$22.95 Hardcover ISBN: 9780816665587



How to Live or a Life of Montaigne in One Question and Twenty Attempts at an Answer Sarah Bakewell

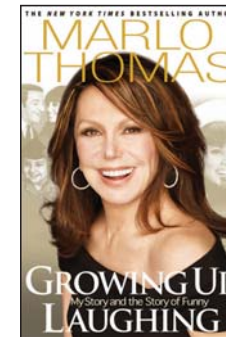
A British bestseller, this lively biography of Montaigne and spirited guide to living the examined life as he did is the perfect gift for the intelligent skeptic in anyone's life.

"Splendidly conceived and exquisitely written...enormously absorbing." —*Sunday Times* (London) Other Press

\$25.00 Hardcover ISBN: 9781590514252 Random House

the perfect gift

for the memoir maven

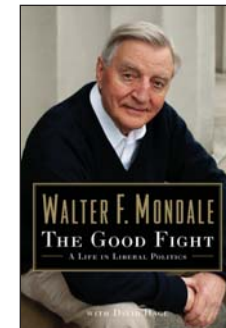


Growing Up Laughing My Story and the Story of Funny Marlo Thomas

The bestselling author and beloved actress shares heartwarming stories of a life filled with laughter and interviews America's best known comedians on the funny in their lives. Hyperion

\$27.99 Hardcover

ISBN: 9780316120432 Hachette Book Group

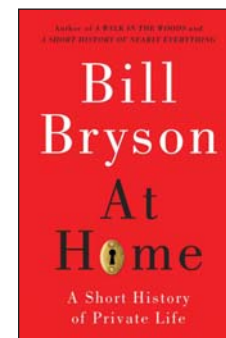


The Good Fight A Life in Liberal Politics Walter Mondale with Dave Hage

In his revealing memoir, Walter Mondale, former Vice President to Jimmy Carter, traces his evolution from a young, ambitious Minnesota attorney general to his time in the Senate. *The Good Fight* is also a passionate, timely

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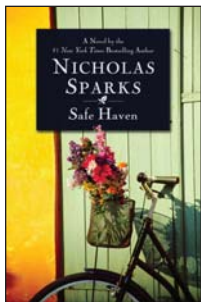
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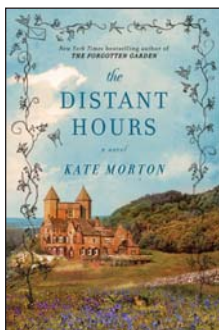


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Two decades after their idyllic summer in Italy, Audrey announces she is dying of cancer, and her best friend Renée drops everything to spend the final days together. Renée's world is turned upside down when she has a chance to re-live the choices of her past

in a way she never dreamed possible. Sparks doesn't disappoint in this story of romance lost and rediscovered.

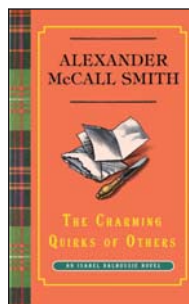
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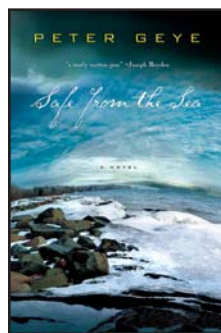


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An Isabel Dalhousie Novel
Alexander McCall Smith

In this latest, felicitous addition to the Isabel Dalhousie series, our inquisitive heroine investigates the final four candidates for headmaster at her alma mater, and comes to see there are few of us who are not flawed... including

herself. **Pantheon**

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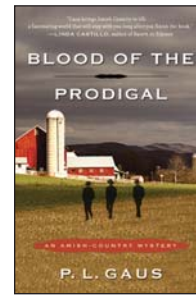


Safe From the Sea
A Novel
Peter Geye

A father and son reconnect in Duluth, 35 years after the father survived the tragic wreck of a Great Lakes ore boat, all while the son grapples with his wife's multiple miscarriages. This novel delves into the complexities of families through an emotionally

charged story centering on this father-son relationship.

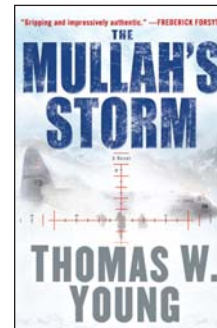
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Blood of the Prodigal
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P. L. Gaus

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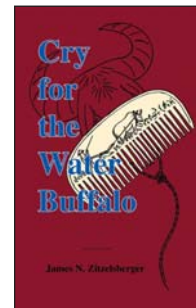


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Full of constant surprises delivered at a relentless pace, *The Mullah's Storm* is an extraordinary debut novel about courage and survival in Afghanistan, written as only a man who has "been there and done that" could tell it.

Putnam

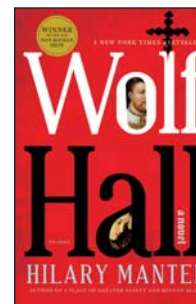
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Jim Zitzelsberger

From the front door of the Vietnam War to the back of this book, Vietnamese and U.S. participants are entwined by place, promise, and personality. In the ripple effect of that war, casualties can still be counted forty years later. **Moki Lane Publishing**

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England in the 1520s is a heart-beat from disaster. Henry VIII desperately needs counsel. Enter Thomas Cromwell: a charmer and a bully, both idealist and opportunist, astute in reading people, and implacable in his ambition. Together they

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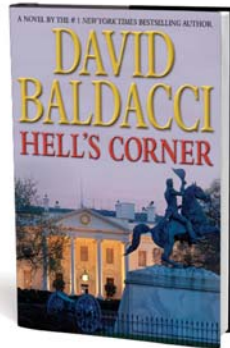
for the **fiction fan**

Hell's Corner
David Baldacci

On the night of the State Dinner, Oliver Stone watches the Prime Minister's motorcade leaving the White House, when a bomb is detonated. But, everything is not what it seems to be...

True to form, Baldacci weaves a masterful thriller, which is sure to keep readers avidly engaged.

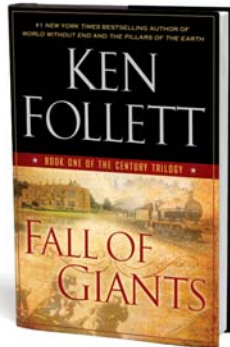
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Book One of the Century Trilogy
Ken Follett

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