

## Midwest Booksellers Association 2011 Winter Catalog

The MBA winter catalog features a collection of up to 125 titles in a wide range of subjects for both children and adults. MBA works with publishers to select books with potential to sell well in your store. Designed as an interactive and fun winter traffic-builder, our catalog is crafted to drive book sales, especially in helping consumers purchase holiday gifts. Thirty to forty titles each year will be of special interest to our nine-state region.

Publishers pay to advertise in our catalog, which ensures a good selection and a variety of titles—and allows MBA to offer cash rebates for your use of the catalog as well as built-in discounts on all of our ordering options. Overall, the catalog is a proven marketing tool. Stores regularly report a higher rate of customer traffic once the catalog is in their customers' hands.



2010's Winter Catalog

### Make It Yours

We encourage you to use the catalog to create a unique sales approach that works for your store and budget. Each member store can receive up to 800 free catalogs upon request. After that, where you take the catalog is up to you, but MBA supports you each step of the way.

- Customize catalogs with your logo and other store information, making it *your* catalog.
- Use your contact list to mail catalogs to your customers' homes direct from our printer.
- Rent a mailing list to widen your distribution and attract new customers.
- Insert catalogs in your local newspaper.
- Distribute the catalog creatively through a variety of in-store and off-site methods.

### MBA provides tools to help you sell catalog titles in your store

- Free downloads from our website: Book jackets, descriptive copy, shelf-talkers, display signs, and a readymade, customizable print ad for your local paper.
- Complete title list with full publication information for use in ordering, tracking, and restocking titles.
- Browsible PDF of the full catalog with accompanying website graphic for posting on your website.
- We are working with ABA to offer a fully shoppable catalog to integrate into all IndieCommerce websites.
- The titles in the catalog are displayed and promoted at the MBA trade show in September, a great opportunity to see many of the finished books and place orders or re-orders for titles you need.
- We ask Baker & Taylor, Ingram, and Partners to stock all of our catalog titles.

#### Deadline Information

**\*\* Due August 26 \*\***

- Catalog order form
- Mailing list for direct mail
- Artwork for customized catalogs
- Payment for half your order
- Membership dues must be current when placing your order

#### Distribution Schedule

##### Last week of October

- Catalogs arrive in your store
- Direct mail catalogs arrive in customers' homes

##### January 15, 2012

- Balance of payment for your order is due

##### February 15, 2012

- Report your sales to MBA for the period from November 1, 2011–January 31, 2012
- Rebate requests due to MBA

# Format Options

## Standard Catalogs

Standard catalogs are “generic,” meaning our printer does not print your store information anywhere on the catalog (except your return address if you choose direct mail). Order in quantities of 200 per box for in-store distribution (consider stamping catalogs by hand with your store’s information) or have them sent via direct mail to your customer list or a rented mailing list. Standard catalogs are effective if you choose to use direct mail, as our mailing service includes your store’s address in the return address field, making it appear as though your store sent the catalogs directly.

**Standard Catalogs**

- The first 800 standard catalogs are shipped to your store for free.
- Additional catalogs are only \$18 per box of 200.

## Customized Catalogs

Feature your personalized store and marketing information (printed in black ink) directly on the catalog in one of three ways.

Complements direct mail

1. **Outside front cover** (bottom 1/3 of page). Feature your logo, address, phone number, email address, website, and hours of business.
2. **Inside front cover** (full page). Highly customizable. Feature your store’s hottest titles, book club information, events schedule, etc.

Cannot be done with direct mail

3. **Outside back cover** (1/3 of page). If you are not planning to use direct mail, you may customize the mailing panel.

**Customized Catalogs**

- Outside front cover: \$150
- Outside front and back cover: \$150
- Inside front cover: \$250
- The first 800 custom catalogs are shipped to your store for free.
- Additional custom catalogs are only \$28 per box of 200.

Please handle customization details directly with The Art Farm, the production firm that creates our catalog. Contact Laura Tallmann at (651) 293-0162 or [laura@artfarmadvertising.com](mailto:laura@artfarmadvertising.com). If additional design work must be done on your order, Laura will consult with you in advance and bill you directly.

## Samples of customized catalogs from 2010

The image displays four examples of customized catalogs from 2010:

- Outside Front Cover:** Features a 'I ♥ SNOW & BOOKS' header, several book covers (including 'Elsie's Bird' and 'Requiem for Steam'), and the 'books a reader's catalog' logo. It includes contact information for 'Bookin' It - We're IndieBound!' in Little Falls, MN.
- Inside Front Cover 1:** Titled 'Affordable Pleasures', it lists various books with prices and offers a 20% off discount on all titles.
- Inside Front Cover 2:** Features the 'FIRESIDE Books and Gifts' logo and a 'Holiday Open House' event announcement for November 13-14, 2010. It lists special sale items like calendars and Christmas cards, and offers a free gift with purchase over \$75.00.
- Outside Back Cover:** Promotes 'midwest booksellers' choice award winners for 2010' and features a '10% OFF ANY ONE BOOK IN THIS CATALOG' coupon. It also includes the 'Next Chapter Book Shop' logo and contact information.

Outside Front Cover

Inside Front Cover 1

Inside Front Cover 2

Outside Back Cover

## Distribution Options

### Direct Mail

MBA can save you time and precious store space by mailing catalogs directly to your customers. Simply send us your customer mailing list or rent a list from a direct marketing firm.

- Update and edit your customer mailing list to make it as accurate as possible.  
(If you need help exporting your mailing list from your point-of-sale system, contact your tech support.)
- Format your list as either an Excel spreadsheet or as an ASCII file (comma delimited or tab delimited). Six separate fields (columns) are required:  
1. Last name, 2. First name, 3. Street address, 4. City, 5. State, 6. Zip.
- Include your store name in the name of the file. Example: “[Store name] mailing list 2011.”
- E-mail the file to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) or mail it on a CD to MBA. In either case, include your store name, contact person, and the total number of names on your list.  
(If you mail the CD, also please email Kati so she knows to expect it.)
- MBA’s data entry service will make sure addresses on your list are usable and there are no duplicates.
- MBA’s printer ink-jets your customer’s name on the mailing panel, along with your store address as the return address.

#### Direct Mail

Regardless of whether you use  
1) custom or standard catalogs or  
2) your mailing list or a rented  
mailing list, the cost for MBA to  
direct mail your catalogs is \$0.30  
per name.

### Rent a Mailing List

Expand your reach and attract new customers by renting a mailing list from a direct marketing firm. Bob Shoen at B. Direct Marketing has worked with our stores for a number of years, helping them target their desired demographics and geographical areas. Mr. Schoen sends your rented list directly to our data entry service. For cost information, email [bdirectlists@comcast.net](mailto:bdirectlists@comcast.net) or call (651) 483-3260.

### Newspaper Insertion

Distribute catalogs throughout your community by placing them into your local newspaper or other publication. Upon your instructions, MBA ships catalogs directly to your chosen publication.

#### Newspaper Insertion

In 2010, a newspaper in  
Winona, MN charged \$68 per  
1,000 pieces inserted.

#### \* Cash Rebates \*

No matter how you choose to participate in our catalog program, MBA actively funds your promotions with cash rebates direct to you.

Report your sales when requested, provide the required documentation, and receive rebates for the following:

- Direct mail – up to \$100
- Insertion – up to \$100
- Running a print ad – up to \$50
- Reporting your sales to MBA – \$20
- Collect 10 percent off coupons on the back of each catalog and send them to MBA to be entered in a drawing to win 1 of 10 \$25 gift cards for your customer.



Coupon sample from 2010