



## Midwest Booksellers Association 2009 Advertising Reservation Form



for

### Special DISCOUNTED MBA Website and Weekly Heartland Indie Bestseller List E-mail Banner Ads ADDED TO your Catalog participation! November and December 2009 only

November deadline: October 15 | December deadline: November 15

Company name	Date
Address	City/State/Zip
Contact Person	Title
Phone	Fax
	Email

Please see the [2009 MBA Ad Rates and Specs PDF](#) for sample ads and further details about our electronic advertising..

Save 40% on PACKAGE 1! Pay just \$500/month! Check here  to reserve now.

**Vertical Skyscraper Banner Ad for 1 month on MBA website PLUS 4 E-mails**

160 px (w) x 600 px (h)

Website@=\$425 + 4 E-mails@\$425 = \$850/month value

(This Banner Ad is the same size used in Shelf Awareness.)

Save 35% on PACKAGE 2! Pay just \$325/month! Check here  to reserve now.

**Vertical Short Banner Ad for 1 month on MBA website PLUS 4 E-mails**

160 px (w) x 240 px (h)

Website@\$250 + 4 E-mails@\$250 = \$500/month value

**Payment required at time of reservation.**

Ad or package = \$ \_\_\_\_\_

Custom banner design = \$ \_\_\_\_\_

\$100/one-time charge per ad. (NOTE: Extra time needed for production. Materials must accompany reservation by 15<sup>th</sup> of the month before ad runs.)

**TOTAL PAYMENT DUE** = \$ \_\_\_\_\_

See Payment Form

# Midwest Booksellers Association

## Payment Form

Please also complete and attach the ad reservation form.

Date \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

Payment for:

\$\_\_\_\_\_ Advertising – Discounted Banner Ads with 2009 Catalog Participation

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.

PAYMENT METHOD:  A check payable to MBA is enclosed for \$\_\_\_\_\_

Visa  MasterCard  Discover / Amount authorized \$\_\_\_\_\_ (NOTE: Amex not accepted)

Card No. \_\_\_\_\_ Expires \_\_\_\_ / \_\_\_\_

Print name on card \_\_\_\_\_

Address & Zip on statement \_\_\_\_\_

Signature \_\_\_\_\_ (MBA's Tax ID# 36-3381963)