



2009 MBA CATALOG PUBLISHER PARTICIPATION GUIDE

All advertising and marketing forms and details for your participation in the 2009 Midwest Booksellers Association Catalog are available as downloadable PDF files on the MBA website:

<http://www.midwestbooksellers.org/catalog/publisher-catalog-information/>

You will find the following PDFs on the MBA Catalog web page.

IMPORTANT! See the 2009 MBA Catalog INFORMATION PDF for complete details & deadlines.

2009 MBA Catalog INFORMATION: Ad Rates, Deadlines, Format, Specs, Payment Options, Contacts

2009 MBA Catalog Contract

2009 MBA Catalog Copy Submission Form

2009 MBA Catalog "Midwest Favorites" Application & Information

2009 MBA Catalog Publisher Participation Guide (this piece)

2009 MBA Catalog Marketing Details

2008 MBA Catalog in Review - Stats, Kudos, Midwest Connections Picks, Book Awards, Indie Next Picks

2008-2009 Indie Bestsellers in the MBA Catalog

2008 MBA Catalog - the complete catalog as a PDF file

2008 MBA Catalog Bookstore Displays, Signs and Shelf-talkers

The Contract and Copy Submission Form are required for all books you advertise in the MBA Catalog. Submit the Midwest Favorites Application if you have books which qualify as Midwest regional interest titles.

Questions? Contact Susan Walker, susan@midwestbooksellers.org

or Kati Gallagher, kati@midwestbooksellers.org, at the MBA Office, 612-926-5868 OR 800-784-7522.

RATES Summary **NO INCREASES FROM 2008!**

- Front Cover space \$3800 per title
- Inside Half Page space \$6200 per space
- Inside Quarter Page space \$3100 per space
- Inside Regular space \$2200 per title

SPECIAL VOLUME DISCOUNT:

Purchase 3 or more Inside Regular spaces.

Get a **\$200 discount** on each Inside Regular Space.

Examples: 3 Inside Regular spaces = \$600 discount
5 Inside Regular spaces = \$1000 discount

- **NEW!** "Backlist Special" space -- *save over 27%! special discounted rate* \$1600 per title for books published 2008 or earlier (space equal to 1/7-1/6 page "Regular" space)
- "Midwest Favorites" space -- *save 55%! special discounted rate* \$1000 per title
MBA must approve titles for "Midwest Favorites" space (space equal to 1/7-1/6 page "Regular" space)

The 2009 MBA Catalog is produced for the Midwest Booksellers Association by Upper Midwest Book Marketing, Inc. or UMBM, Inc., a wholly owned subsidiary.

NEW! Add DISCOUNTED

MBA Website and Weekly Heartland Indie Bestseller List E-mail Banner Ads to your Catalog participation!

November and December 2009 only

Save 40% on PACKAGE 1! Pay just \$500/month!

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

Save 35% on PACKAGE 2! Pay just \$325/month!

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

DEADLINES Summary

- June 5 "Midwest Favorites" title submissions due
- June 15 "Midwest Favorites" titles approved
- June 30 Contracts due (required)
- July 10 Book copy due (required)
- July 10 "Bookseller Quotes" ARCs/F&Gs due (required); Sell sheet PDFs due (optional)
- July 24 Book photos graphics files due (required)
- September 15 UMBM, Inc. invoices mailed to publishers
- **October 31 Full Payment due to UMBM, Inc.

**Payments received by UMBM, Inc. after October 31, 2009 will incur a 2% penalty charge per month, posted as of the first of each month. Thank you in advance for paying on time.

Make the most of the **2009 MBA CATALOG**

to sell more books with MBA's indie bookstores!

MBA & OUR STORES SUPPORT & PROMOTE YOUR BOOKS...

- ◆ **COST-EFFECTIVE, TARGETED ADVERTISING FOR YOUR BOOKS**
Reach 300,000+ book-buying consumers for 7/10 cent each -- or even less with our discounts! Plus our stores' and IndieBound.org online shoppers, too!
- ◆ **THE MBA CATALOG ONLINE** at midwestbooksellers.org and through our stores' websites.
- ◆ **MORE MBA & PUBLISHERS' ELECTRONIC MARKETING MATERIALS** for MBA stores via midwestbooksellers.org. Stores use these tools to promote the MBA Catalog titles on their websites.
- ◆ **NEW! DISCOUNTED BANNER ADS ON THE MBA WEBSITE & HEARTLAND INDIE BESTSELLER LIST WEEKLY E-MAILS.** Add banner ads to MBA Catalog participation to highlight your books to MBA bookstores.
- ◆ **DISCOUNTED & FREE VALUE-ADDED OPTIONS** stretch your ad budget
- ◆ **SPECIAL LOW "MIDWEST FAVORITES" RATE** for your Midwest titles
- ◆ **NEW! LOW BACKLIST SPECIAL RATE** for your strong backlist titles
- ◆ **FLEXIBLE LAYOUT OPTIONS** for your books to show them at their best
- ◆ **FREE MBA "BOOKSELLER QUOTES"** for your advertised titles
MBA booksellers' personal recommendations highlight YOUR books in the Catalog.
- ◆ **FREE ONLINE DISTRIBUTION OF YOUR MBA CATALOG TITLES SELL SHEETS** to MBA bookstores
- ◆ **FREE MBA BROADCAST E-MAILS** - We'll send your marketing information to MBA booksellers
- ◆ **FREE CUSTOMIZED EXCEL FILE OF MBA BOOKSTORE CONTACTS**
Send your reading copies, promo materials, marketing info to key MBA stores
- ◆ **MIDWEST CONNECTIONS Regional Marketing Program impact**
Our **MIDWEST CONNECTIONS PICKS** get star treatment in the MBA Catalog.
- ◆ **MIDWEST BOOKSELLERS' CHOICE AWARDS cross-marketing impact**
Our 2009 award winners are featured **FREE** on the back cover of the MBA Catalog.
- ◆ **MBA TRADE SHOW impact** - MBA Catalog titles displayed and promoted, MBA Catalog authors featured at the show.
- ◆ **HEARTLAND & NATIONAL INDIE BESTSELLER LIST impact**
The MBA Catalog pushes books onto both regional & national lists!
- ◆ **IndieBound cross-marketing impact** - "Indie Next Picks" highlighted
- ◆ **10% OFF COUPON** in every MBA Catalog - over 3000 redeemed in 2008!
Coupons reward and identify customers who buy MBA Catalog advertised books.
- ◆ **REBATES** to MBA booksellers for **NEWSPAPER INSERTIONS, MAILING LIST RENTAL, ADVERTISING and DISPLAY** to reward their active participation
- ◆ **MBA CATALOG TITLES SALES DATA** from MBA bookstores and wholesalers
- ◆ **All marketing details & forms** at <http://www.midwestbooksellers.org/catalog/publisher-catalog-information/>

WHAT YOU DO TO SUPPORT THE MBA CATALOG

-- AND HELP MBA BOOKSTORES SELL YOUR BOOKS...

- ◆ Choose your MBA Catalog titles **STRATEGICALLY** and promote them **PROACTIVELY** to achieve the best sell-through with our stores.
- ◆ Take advantage of our **DEEP DISCOUNTS** and run paid banner ads on our website and weekly Heartland Bestseller List to support your books in the MBA Catalog.
- ◆ Work closely with MBA to make more of your **online marketing tools** for your MBA Catalog titles available to our bookstores - video, audio, widgets, banners, etc.
- ◆ Provide **PDF files of sell sheets on your MBA Catalog titles** to ensure that **ALL** our booksellers know about them. All MBA stores do not receive your seasonal catalogs! MBA will post all sell sheet PDFs on our website and give our stores a list of available sell sheets. This service is **FREE** to participating publishers.
- ◆ Use our **FREE "Advance Access" E-mail service** to broadcast marketing and promo details and updates about your MBA Catalog titles to our stores.
- ◆ Contact MBA bookstores directly about your titles through mailings or e-mailings. MBA will provide a **FREE Excel file of our MBA bookstore contacts**, and will customize it for you to highlight key stores for your books. Send advance reading copies, sample chapters, promotional materials to booksellers. (See lower left corner of Contract.)
- ◆ Benefit from MBA's **FREE "Bookseller Quotes" program**, through which MBA booksellers write personal recommendations for your MBA Catalog titles. All "Bookseller Quotes" are printed in the Catalog!
- ◆ Advertise titles with Midwest regional content as "**Midwest Favorites**" in the MBA Catalog and get a discounted ad rate - our 12th year for this popular regional discount.
- ◆ Promote your MBA Catalog books and authors through our successful year-round **MIDWEST CONNECTIONS** regional marketing program - a turn-key program customized for each title!
- ◆ Exhibit at the **MBA Trade Show** and feature your MBA Catalog titles prominently. Offer a show special on MBA Catalog titles. Bring the authors of your Catalog titles to the Trade Show to meet booksellers and heighten awareness about the books you are advertising.
- ◆ If your MBA Catalog titles are or become Indie Next Picks, be sure to tell MBA, our stores, your reps, etc. so we can promote this important advantage.
- ◆ Offer newsletter and display coop on your titles in the MBA Catalog. Actively encourage MBA stores to use coop in promoting these books.
- ◆ Work with MBA stores to set up author appearances, bookstore events, and publicity for MBA Catalog titles in the MBA region. The more ways our stores' customers hear about these books, the better.
- ◆ Make sure all wholesalers serving our region know which books are MBA Catalog titles and code them as such in their computer systems. Update them with changes ASAP.

QUESTIONS? Please contact Susan Walker or Kati Gallagher at MBA, 612-926-5868; Fax 612-926-6657
susan@midwestbooksellers.org, kati@midwestbooksellers.org
www.midwestbooksellers.org