

**UPPER MIDWEST BOOK MARKETING, INC. PUBLISHER CONTRACT
FOR PARTICIPATION IN THE 2009 MIDWEST BOOKSELLERS ASSOCIATION CATALOG**

The following titles are authorized for inclusion in the 2009 MBA Catalog at the following rates.

Front Cover	\$3800 per title	Code FC
Inside 1/2 page	\$6200 per space	Code H
Inside 1/4 page	\$3100 per space	Code Q
Inside Regular	\$2200 per title	Code R
Backlist Special	\$1600 per title	Code B
Midwest Favorite	\$1000 per title	Code MF

(Midwest Favorites MUST be approved by UMBM.)

**Purchase 3 or more Inside
Regular spaces and receive
a \$200 discount on each
Inside Regular Space**

Pre-holiday titles must be in stores by 10/15/2009
Post-holiday titles must be in stores by 1/1/2010

2009 DEADLINES	
Final Title/Contract Submission	June 30
Copy Submission	July 10
"Booksellers' Choice" Books/ARCs Due	July 10
Computer Graphics Files/Books Submission	July 24
Full Payment Due	October 31

TITLE	IN-STORE DATE	AUTHOR	IMPRINT IF APPLICABLE	13-DIGIT ISBN	PRICE	SUBJECT CATEGORY	SOFT/HARD COVER	ADULT/ CHILD	SPACE CODE	SPACE COST

PLEASE PRINT CLEARLY

PAYMENT OPTIONS: (Please indicate preference)

Full Payment from contract before invoice issued.

Full Payment from invoice by October 31, 2009

Note: If you choose to pay directly from this contract, please make check payable to Upper Midwest Book Marketing, Inc. and mail to the address below. The UMBM, Inc. Tax ID# is 41-1797383.

Company _____ Date _____

Production Contact _____ Title _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Billing Contact _____ Title _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Contact signature _____

Send contract, copy submission form, copy files, "Bookseller Quote" materials and payment to:
Kati Gallagher
Upper Midwest Book Marketing, Inc.
3407 W. 44th St., Minneapolis, MN 55410
612/926-5868; 800/784-7522
FAX 612/926-6657; kati@midwestbooksellers.org

Send computer graphics files to:
The Art Farm Advertising
Attn: Laura Tallman/MBA Catalog
310 Sherman St., St. Paul, MN 55102
651/293-0162; FAX 651/293-0204
laura@artfarmadvertising.com
or contact for FTP site information

VALUE-ADDED OPTIONS FOR YOUR ADVERTISED TITLE(S):

* We will send sell-sheet(s) in PDF format.
*See Copy & Production Materials Submission Form for instructions and deadlines.

We will have MBA send Advance Access e-mails for us.

We will give MBA electronic marketing tools.

UMBM, Inc. reserves the right to make final decisions regarding title selection and position in the catalog and to refuse space to any publisher which has not paid for its 2008 participation.

UMBM, Inc. is a wholly-owned subsidiary of the Midwest Booksellers Association.

- Publisher is responsible for notifying UMBM, Inc. of price and title changes. UMBM, Inc. will make these corrections at no extra charge up until August 31, 2009. Corrections made after this date incur extra expense, which will be charged to the publisher.
- Publisher must provide computer graphics files and camera-ready books/dummies or color proofs. UMBM, Inc. will charge publisher for extra prep work required to upgrade inadequate materials. Minimum charge \$100.
- See [2009 MBA Catalog Information \(PDF\)](#) for details.
Download at <http://www.midwestbooksellers.org/catalog/publisher-catalog-information/>.