



An Association for Independent Booksellers

# 2010 MBA CATALOG INFORMATION

***NO RATE INCREASES -- PLUS HIGHER CIRCULATION THIS YEAR!  
NEW! DISCOUNTED TV SEGMENT & BANNER AD OPTIONS!***

**DEADLINES / FORMAT, AD SIZES, & PRODUCTION SPECS / PAYMENT OPTIONS / CONTACTS**

**FREE and easy value-added opportunities to promote your MBA Catalog titles to all of our MBA booksellers!**

1. Give MBA advance reading copies or advance materials for your advertised books. We will give these to our booksellers and get BOOKSELLER QUOTES - personal recommendations from MBA booksellers - which are highlighted in the MBA Catalog.
2. Get a free Excel file of MBA stores (custom annotated on request.) Contact our stores about your title(s) in the MBA Catalog.
3. Give MBA a PDF file of a SELL SHEET about your title or titles in the MBA Catalog. We will post your sell sheet on our website and send a list of all available sell sheets and links to MBA booksellers in July. The deadline for MBA to receive sell sheet PDF files is July 9. Be sure to include your company name and how-to-order details on your sell sheet!
4. Send "Advance Access," sales, or promo offers on your advertised books to MBA stores. MBA sends these E-mails for you.
5. Give MBA files & URLs for your electronic marketing tools for your MBA Catalog titles (videos, audio, widgets, banners, etc.) We will post these on our website and make them easy for our bookstores to access and use on their own websites.

## 2010 MBA CATALOG RATES

### No Increases -- Plus Higher Circulation!

- Front Cover space (one of 4 titles)  
\$3800 per title
- Inside Half Page space (approx 1/2 of page)  
\$6200 per space
- Inside Quarter Page space (approx 1/4 of page)  
\$3100 per space
- Inside Regular space (approx. 1/6 of page)  
\$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

- "Midwest Favorites" space -- **save 55%!**  
**\$1000 per title - special discounted rate**  
(space equal to 1/7-1/6 page "Regular" space)  
Midwest Favorites titles must be submitted for MBA's approval. See Midwest Favorites application form for details. *Midwest Connections Picks* titles automatically get \$1000 "Midwest Favorites" rate.
- Excess production fees will be \$100 per title, or actual cost if higher. Charged if your graphics files photos need to be retouched to create a clear and accurate representation of the book cover.

Please inform Catalog Director Susan Walker of any special considerations affecting your titles and how we need to present them - a series grouping, extra large or small book, etc. These factors may affect the type of space you reserve for your books.

### ***NEW! Add DISCOUNTED***

***"Twin Cities Live" TV Book Segment Features and MBA Website & Weekly Heartland Indie Bestseller List E-mail Banners to your Catalog participation!***

November and December 2010 only

**Save 15% on "Twin Cities Live" Book Segment Featured Title Advertising!**

Only \$300 per book per segment (\$350 value)

**Save 40% on Banner 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 Banner 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 & IMPORTANT DATES

- June 4 "Midwest Favorites" title submissions due
- June 15 "Midwest Favorites" titles approved
- June 30 Contracts due (required)
- July 9 Descriptive book copy due (required)
- July 9 Books/ARCs for "Bookseller Quotes" due (required)
- July 9 Sell sheet PDF files due (recommended)
- July 23 Book photos graphics files due (required)
- September 15 UMBM, Inc. invoices sent to publishers
- October 1 Banner ads due for November (optional)
- October 31 \*\* Full Payment due to UMBM, Inc.
- November 1 Banner ads due for December (optional)
- November 1 MBA Catalogs in stores and to customers

\*\*Payments received by **UMBM, Inc.** after October 31, 2010 will incur a 2% penalty charge per month, posted as of the first of each month. Thank you in advance for paying on time.

The 2010 MBA Catalog is produced for the Midwest Booksellers Association by Upper Midwest Book Marketing, Inc. or **UMBM, Inc.**, a wholly owned subsidiary.

## FORMAT & AD SIZES

- **OUR POPULAR COMPACT TRIM SIZE!** Eye-catching 6" x 9" trim size, 24 pages on 50# offset enamel stock with self cover. Full color throughout. 15-16 pages of adult books, plus 6-7 pages of children's books are included.
- 4-5 titles are featured on the **Front Cover**. Cover titles are primarily adult books, but can be children's books.
- **MBA's 2010 Midwest Booksellers' Choice Award winners** are featured **FREE** on the **Back Cover**.
- An inside adult or children's books page can include up to 6 or 7 "Regular" spaces, up to 4 "Quarter Page" spaces, or up to 2 "Half Page" spaces. *Various combinations of these spaces are used on inside pages to enhance subject groupings of books.* Line-listings for additional titles related to the pictured books are possible when space permits.

- "Half Page" space highlights up to 3-4 books with extra visibility in space approximately 1/2 page in size. We can group up to 4 related titles together in a "Half Page" space. Some book photos may overlap. Copy can be one longer description or several short individual book descriptions.

This is a good way to feature a **SERIES** of books or one of your strong categories. MBA reserves the right to accept, modify, or reject the number of books in a "Half Page" space. You can NOT put several books in the same "Half Page" space if they are not related at least by subject category.

- "Quarter Page" space highlights 1 or 2 books with extra visibility in space that is approximately 1/4 page in size. We can group two related titles together in a "Quarter Page" space with the titles overlapping in one photo and one block of copy covering both books.

This is a good way to feature a **SERIES** of books, too. MBA reserves the right to accept, modify, or reject the number of books in a "Quarter Page" space. You can NOT put two books in the same space if they are not related at least by subject category.

- "Regular" space is for only one book or product in the photo and copy. One or two related books (such as backlist titles in a series or a paperback edition of a hardcover) may be line-listed [title, ISBN, format, price] with a "Regular" space title, if we have room.
- A "Midwest Favorites" title is designated with a special "Midwest Favorites" blue ribbon logo beside the book. "Midwest Favorites" space is "Regular" space at a discounted \$1000 rate.
- A "Midwest Connections Pick" title promoted in MBA's Midwest Connections regional marketing program will be advertised at the discounted \$1000 "Midwest Favorites" regional rate. These books are highlighted with the "Midwest Connections Pick" logo. MBA sometimes gives front cover or high profile space to a "Midwest Connections Pick," at our discretion.
- An ABA "Indie Next Pick" title is designated in its descriptive copy and with the Indie Next logo beside the book. The "Indie Next Pick" designation has no bearing on space rate or format.
- All MBA Catalog titles will be featured on the MBA website in a complete catalog PDF. Visitors to our website will be sent to our searchable online MBA Bookstore Directory to locate stores or to order online from them. Our website also will link visitors to IndieBound.org. Stores which use ABA's IndieCommerce platform will be able to put an HTML interactive version of the MBA Catalog on their websites.

## PRODUCTION SPECS

- ***IMPORTANT!*** Please refer to the **COPY & PRODUCTION MATERIALS SUBMISSION FORM** for complete details on production materials requirements. *You must provide a copy of this form for each advertised title.*
- **BOOK COVER PHOTO -- REQUIRED:** 300 dpi high res ESP or TIFF files no larger than 3" tall.
- **COPY -- REQUIRED:** 30-40 words descriptive copy; title data (put on SUBMISSION FORM); your seasonal catalog page for title.
- **"BOOKSELLER QUOTES" -- REQUIRED:** 2 ARCs, F&Gs, advance info & materials. MBA gives to member booksellers to write recommendations.
- **SELL SHEET - OPTIONAL, but strongly recommended:** PDF file(s) of sell sheet(s) on your advertised book(s). Please include sales, marketing, promotion, publicity details useful to MBA booksellers.
- **WEB & E-MAIL BANNERS - OPTIONAL:** 160 X 600 OR 160 X 240 sizes; JPG or GIF format. Please request a banner reservation form from [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org).
- **"TWIN CITIES LIVE" TV BOOK SEGMENTS - OPTIONAL:** Please contact Susan Walker for details about this new opportunity!

## PAYMENT OPTIONS

- **UMBM, Inc.**, the wholly owned subsidiary of MBA which produces the MBA Catalog, will invoice you for catalog space using the payment option you select on your Contract:
  1. Payment prior to September 15, 2010, from **UMBM, Inc.'s** contract. Please request an early invoice if you need one.
- **OR**
- 2. Full payment by October 31, 2010, based on **UMBM, Inc.** invoice dated September 15, 2010.
- Pay with VISA, MasterCard, Discover, or by check (payable to **UMBM, Inc.**) American Express NOT accepted.
- Optional advance payment may be made directly from the signed Contract, before **UMBM, Inc.** issues an invoice. Please make check payable to **UMBM, Inc.** [tax ID 41-1797383] and mail to the address below. Please verify your total with us before sending a check.
- Note: A publisher cannot "credit UMBM, Inc.'s account." We do not purchase books and do not have an account to credit! Thank you.

## CONTACTS

- For general information and all questions
- For BEA appointments

Susan Walker, Executive Director and Catalog Director  
Kati Gallagher, Assistant Director

### **Midwest Booksellers Association**

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