



2010 MBA CATALOG

PUBLISHER PARTICIPATION GUIDE

All advertising and marketing forms and details for your participation in the 2010 Midwest Booksellers Association Catalog are available as downloadable PDF files on this page on the MBA website:

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

IMPORTANT! See the 2010 MBA Catalog INFORMATION PDF for complete details & deadlines.

- 2010 MBA Catalog INFORMATION: Ad Rates, Deadlines, Format, Specs, Payment Options, Contacts
- 2010 MBA Catalog Contract -- *required*
- 2010 MBA Catalog Copy Submission Form -- *required*
- 2010 MBA Catalog "Midwest Favorites" Application & Information -- *please submit for Midwest regional titles*
- 2010 MBA Catalog Marketing Details - *what our program provides / what the publisher does*
- 2010 MBA Catalog Publisher Participation Guide (this piece)
- 2009 MBA Catalog in Review - Stats, Kudos, Midwest Connections Picks, Book Awards, Indie Next Picks
- 2009-2010 Indie Bestsellers in the MBA Catalog
- 2009 MBA Catalog - the complete catalog as a PDF file
- 2009 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.

Questions? Contact Susan Walker, susan@midwestbooksellers.org, Kati Gallagher, kati@midwestbooksellers.org, 763-544-2993 at the MBA office.

2010 MBA CATALOG RATES No Rate Increases + Higher Circulation Up to 500,000 Catalogs!

- Front Cover space (one of 4 titles) \$3800 per title
- Inside Half Page space (approx 1/2 page) \$6200 per space
- Inside Quarter Page space (approx 1/4 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 - \$1000 per title
special discounted rate -- save 55%!
(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 are \$100 per title, or actual cost if higher. Charged if your photo files 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 their presentation - a series grouping, extra large or small book, etc. These factors affect the 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.