

*Make the most of the*  
**2010 MBA CATALOG**  
*to sell more books with MBA's indie bookstores!*

MBA PROVIDES...

- ◆ NEW! HIGHER CIRCULATION & MORE COST-EFFECTIVE, TARGETED ADVERTISING FOR YOUR BOOKS  
Reach 500,000+ book-buying consumers for 4/10 cent each -- or even less with our discounts! Plus our stores' and [IndieBound.org](http://IndieBound.org) online shoppers, too!
- ◆ THE MBA CATALOG ONLINE at [midwestbooksellers.org](http://midwestbooksellers.org) and our stores' websites.
- ◆ NEW! Electronic MBA Catalog and ordering through ABA's IndieCommerce participating bookstores.
- ◆ NEW! Twitter support for the MBA Catalog and advertised titles at [twitter.com/MidwestBooks](http://twitter.com/MidwestBooks).  
Facebook support at *Midwest Booksellers Association*.
- ◆ NEW! MBA Catalog titles promoted on TV in MN/western WI through our new book segments partnership with the KSTP-TV show *Twin Cities Live*.
- ◆ MORE MBA & PUBLISHERS' ELECTRONIC MARKETING MATERIALS for MBA stores via [midwestbooksellers.org](http://midwestbooksellers.org). Stores use these tools to promote the MBA Catalog titles on their websites.
- ◆ DISCOUNT & VALUE-ADDED OPTIONS stretch your ad budget
- ◆ 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.
- ◆ SPECIAL LOW "MIDWEST FAVORITES" RATE for your Midwest 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 TITLE SELL SHEETS, ELECTRONIC AND PRINTABLE PROMO MATERIALS 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 cross-marketing impact  
Our MIDWEST CONNECTIONS PICKS get star treatment in the MBA Catalog.
- ◆ MIDWEST BOOKSELLERS' CHOICE AWARDS cross-marketing impact  
Our 2010 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 prominently at the show.
- ◆ HEARTLAND & NATIONAL INDIE BESTSELLER LIST impact.  
The MBA Catalog pushes books onto these bestseller lists!
- ◆ IndieBound cross-marketing impact - "Indie Next Picks" highlighted in the MBA Catalog.
- ◆ 10% OFF COUPON in every MBA Catalog - over 3000 redeemed in 2009!  
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 2010 marketing details & forms will be available at  
<http://www.midwestbooksellers.org/catalog/publisher-catalog-information/>

# WHAT YOU DO...

- ◆ Choose your MBA Catalog titles **STRATEGICALLY** and promote them **PROACTIVELY** to achieve the best sell-through with our stores.
- ◆ Support your books in the MBA Catalog by running paid banner ads on our website and weekly Heartland Indie Bestseller List. *Discounted banner rates for MBA Catalog titles!*
- ◆ **NEW!** Reach thousands of consumers in MN/western WI by adding a paid *Twin Cities Live* TV book segment spot for one of your MBA Catalog titles. *Discounted rates for MBA Catalog titles!*
- ◆ 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.
- ◆ Encourage consumers visiting your own website to purchase your MBA Catalog advertised titles at our MBA bookstores by linking them to the MBA website and our bookstores directory.
- ◆ 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 13<sup>th</sup> 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! More details at [www.midwestbooksellers.org](http://www.midwestbooksellers.org) - click on Midwest Connections Picks!
- ◆ 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

763-544-2993, 800-784-7522, Fax 763-544-2266

[susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org) OR [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) [www.midwestbooksellers.org](http://www.midwestbooksellers.org)