



# 2010 MIDWEST BOOKSELLERS ASSOCIATION CATALOG COPY & PRODUCTION MATERIALS SUBMISSION FORM

JULY 9, 2010  
JULY 23, 2010

COPY DEADLINE / "BOOKSELLER QUOTES" MATERIALS DEADLINE / SELL SHEET DEADLINE  
BOOK COVER COMPUTER GRAPHICS FILES DEADLINE

- Submit a separate form for each title.
- See the back of this form for other important details about production materials required for the MBA Catalog.
- Supply ALL details requested below.
- If an item is not applicable, write 'N/A'; do not leave the space blank.

1. What you must send to MBA  
(E-mail or Fax, plus mail/ship):

- This Copy Submission Form
- Your 30-40 word descriptive copy - preferably e-mailed
- "Bookseller Quotes" ARC or materials (see other side)
- Your own seasonal catalog listing for this title (so we can cross check ISBNs, etc.)

Kati Gallagher  
Upper Midwest Book Marketing, Inc. (UMBM, Inc.)  
2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427  
763-544-2993, 800-784-7522, Fax 763-544-2266  
[kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org)

2. What you must send to The Art Farm (FTP, E-mail, mail):

- Computer graphics file of book cover (see other side)

Laura Tallman, Production Manager  
The Art Farm Advertising  
310 Sherman Street, St. Paul, MN 55102  
651/293-0162, Fax 651/293-0204  
[laura@artfarmadvertising.com](mailto:laura@artfarmadvertising.com)

FTP site for sending book photos: [ftp.artfarmadvertising.com](http://ftp.artfarmadvertising.com)

User: **mba09** Password: **MB5868** (case sensitive)

Upload files into "incoming from publishers" folder and e-mail Laura Tallman to confirm safe arrival of your files.

YOUR PUBLISHER SELL SHEET FOR THIS BOOK: This is optional, but we highly recommend that you provide it.

Yes  No We will send a sell-sheet in PDF format to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) by July 9, 2010. [If **yes**, see next page.]

MBA REQUIRES 30-40 WORDS OF DESCRIPTIVE COPY FOR THIS TITLE. Please check one:

- 30-40 words of descriptive copy are attached.
- 30-40 words of descriptive copy will be emailed to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) by July 9, 2010.

Yes  No Group this title on a page with other titles from our publisher. Grouped titles must be related by subject.  
Note: Provide MBA with a list of the titles to be included in the group. You must submit all pertinent materials for these titles at the same time. MBA will contact you to discuss layout details. Grouping of titles is subject to MBA'S approval and may be limited by space available on a page. Please contact MBA if you have questions.

Type of Catalog space:  Front Cover  Inside 1/2 page  Inside 1/4 page  Inside Regular  Midwest Favorite  
 PLUS OPTIONAL paid banner ad for this book on MBA website & E-mails

NOTE: Please request banner ad reservation form from Kati Gallagher, [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org).

PLUS OPTIONAL paid "Twin Cities Live" TV book segment spot for this book in Nov or Dec

NOTE: Please contact Susan Walker, [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org), regarding "Twin Cities Live" TV book segment spots.

Complete title (including subtitle): \_\_\_\_\_

Author(s) -- complete name(s): \_\_\_\_\_

Illustrator(s) -- complete name(s): \_\_\_\_\_

Publisher: \_\_\_\_\_ Imprint: \_\_\_\_\_

Adult book  Children's book In-store date: \_\_\_\_\_ ISBN-13: \_\_\_\_\_

HC  PPR  Other \_\_\_\_\_ Price: \_\_\_\_\_ --- Subject Category: \_\_\_\_\_

IS THIS BOOK ...  A Midwest Connections Pick?  A Midwest Booksellers Choice Award Winner or Honor Book?

An ABA Indie Next Pick?  A 2010 ABA Indies Choice Book Award Winner?  A Heartland or National Indie Bestseller?

Include any other special information to help us promote and sell this title. Example: Midwest regional content details, author's home city and state if from a Midwest state, prizes won, author's previous bestseller, etc.

# PRODUCTION MATERIALS REQUIRED FOR THE MBA CATALOG

Complete and return the form on the other side.

## REQUIRED: TITLE AVAILABILITY

- All titles advertised must be in stores before October 31. If you choose to advertise a title with a November or December in-store date, you **MUST** give MBA this date so we can flag the title in the MBA Catalog for our booksellers and their customers.
- All titles must be available to our stores through one or more of these wholesalers: Baker & Taylor, Ingram, Partners. MBA will not accept books in the MBA Catalog if stores are not able to order them from these wholesalers.

## REQUIRED: "BOOKSELLER QUOTES" FOR YOUR TITLE(S)

Deadline - July 9, 2010

- "BOOKSELLER QUOTES" are short personal recommendations written by our MBA booksellers. These become part of the descriptive copy for the books to attract consumer attention to those titles.
- Send 2 sets of advance reading copies; sample chapters; f&g's or sample pages of picture books or illustrated books; press kits; and other information to the MBA office.
- We will match titles with interested MBA booksellers who will write FREE "Bookseller Quotes" recommendations for your titles in the MBA Catalog.

## REQUIRED: BOOK COVER PHOTO GRAPHICS FILES

Deadline - July 23, 2010

- UMBM, Inc. needs high quality materials in order to make your title look as accurate and as attractive as possible in the MBA Catalog. Your help is essential in providing these!
- Book cover computer graphics files must be provided on a disk, uploaded to the FTP site below, or sent via E-mail to UMBM, Inc.'s advertising agency, The Art Farm.

Attention: Laura Tallman, Production Manager  
The Art Farm Advertising  
310 Sherman Street, St. Paul, MN 55102  
Phone 651/293-0162; fax 651/293-0204  
E-mail address [laura@artfarmadvertising.com](mailto:laura@artfarmadvertising.com)

FTP site for sending book photos: [ftp.artfarmadvertising.com](ftp://artfarmadvertising.com)

User: mba09 Password: MB5868 (Case sensitive)

Upload files into "incoming from publishers" folder and e-mail Laura Tallman to confirm safe arrival of your files.

- Computer graphics files must be high resolution (300 dpi) ESP or TIFF files no larger than 3" tall.
- If you have trouble providing the materials we need by our deadline, please contact Laura Tallman at the Art Farm Advertising. She will be happy to work with you on this.
- Pack disks CAREFULLY for shipping to our ad agency. Damaged materials are useless and will have to be replaced quickly and at your own expense.
- IMPORTANT! Please contact The Art Farm to verify the safe arrival of your computer files!

## OPTIONAL: YOUR SELL SHEET(S) ON THE MBA WEBSITE

Deadline - July 9, 2010

- Send a sell sheet about your title(s) in PDF format. Include your company name, sales, ordering, marketing, promo, and publicity info useful to our booksellers. MBA will post all PDFs on our website and send a list of sell sheets to our stores with links to these files.

## REQUIRED: COPY

Deadline - July 9, 2010

- **REQUIRED COPY:** Include the following copy information for each title: 30-40 words of descriptive ad copy. Send this via email to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org).
- Use the form on the other side to provide complete title including subtitle; whether the book is adult or children's; author; illustrator; publisher and imprint; ISBN-13 including prefix; format (hc, ppr, etc.); price; subject category; in-store date; type of Catalog space reserved; whether the book is a Midwest Connections Pick, Indie Next Pick, Indies Choice Book Award Winner, Heartland or National Indie Bestseller; Midwest subject details; author from Midwest.
- **IMPORTANT!** Send us your seasonal catalogs with the title(s) to be promoted in the MBA Catalog. E-mail your catalog page PDFs to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) or fax to 612-926-6657. We need them to verify title details.
- UMBM, Inc. reserves the right to revise copy as needed to fit space or format. Please notify Midwest Booksellers Association ASAP regarding copy restrictions/essentials, as well as all price and copy changes.
- UMBM, Inc. is not responsible for incorrect prices, titles/subtitles, or book photos unless we have been notified by the publisher by August 31, 2010. We will make price and other corrections at our own expense up until this date. After August 31, when the catalog has entered its final stages of production, late corrections delay our schedule and are costly. These corrections will be charged back to the publisher.

## OPTIONAL: PAID BANNER FOR MBA WEBSITE & E-MAILS

- Vertical Skyscraper Banner: 160 px (w) X 600 px (h)
- Vertical Short Banner: 160 px (w) X 240 px (h)
- Submit a RGB image in jpg or gif format, 72 dpi. Supply URLs for link(s) to set up from ad to a designated website.
- Contact [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) to request a banner ad reservation form. Fax form to 612-926-6657; E-mail graphic files, details to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) by October 1 for November ad; November 1 for December ad.
- MBA reserves the right to approve or reject all banner ads.

## OPTIONAL: PAID TWIN CITIES LIVE TV BOOK SEGMENT

- Contact Susan Walker, [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org), regarding TCL TV book segment advertising.
- MBA reserves the right to approve or reject books for TCL.

## EXCESS PRODUCTION FEES

- If your photo graphics files must be retouched to create a clear, accurate image of a book cover, UMBM, Inc. charges you \$100 per title, or actual expense, if over \$100.
- MBA charges a minimum of \$150 to produce an electronic banner ad, if publisher needs us to create it.