



An Association for Independent Booksellers

MIDWEST BOOKSELLERS ASSOCIATION 2010 MBA CATALOG "MIDWEST FAVORITES" PROGRAM FOR REGIONAL INTEREST TITLES

**SPECIAL
REDUCED AD RATES
for
MIDWEST FAVORITES
TITLES**

**- JUST \$1000 PER TITLE
NO Rate Increase!**

This year MBA is maintaining the expanded number of "Midwest Favorites" spaces we offer to publishers, in response to the great popularity and success of this innovative program from 1997 through 2009. At least 24 adult titles and at least 8 children's titles will be named "Midwest Favorites" -- books of particular interest to our Midwest region.

The titles chosen by MBA as "Midwest Favorites" will be showcased in our 2010 MBA Catalog for a significantly reduced rate of just \$1000 per title, a fraction of our regular \$2200 rate.

A "Midwest Connections Pick" title that is promoted through our Midwest Connections regional marketing program receives this low \$1000 "Midwest Favorites" regional rate.

"Midwest Favorites" titles are flagged with blue ribbons in the pages of our MBA Catalog to draw attention to this unique selection of books of regional interest.

In this way, we emphasize the vital Midwest regional focus of our MBA Catalog, while giving a wider range of publishers an affordable opportunity to participate. We also encourage publishers to include midlist titles of special interest to our region, even if those titles have limited advertising budgets.

All publishers are welcome to submit titles with strong Midwest significance

and subjects to MBA for our consideration. A publisher does not need to be based in the Midwest in order to participate. MBA membership is desirable, but not a requirement.

Pertinent *regional subject matter* is our most important factor in selecting our 2010 MBA "Midwest Favorites" recipients.

Titles by authors and illustrators who live in our region also may be pertinent. However, the fact that an author or illustrator lives in the Midwest does not automatically give a title "regional interest" status, particularly if the subject of the book is not specific to our region.

Titles which are TOO regional or limited in geographic focus also may be turned down if we feel they will not work for enough of our stores.

Please be conscious of these priorities in choosing the titles you submit. If you have questions about appropriate titles, please contact us before you send materials to us. Thank you!

HOW TO SUBMIT TITLES FOR "MIDWEST FAVORITES" CONSIDERATION

**THE "MIDWEST FAVORITES"
APPLICATION FORM IS ON THE
REVERSE SIDE OF THIS PAGE.**

1. All submissions must be received in the MBA office by Friday, June 4, 2010. MBA will select this year's "Midwest Favorites" in consultation with our Board of Directors. All publishers submitting titles will be notified about the books selected no later than Tuesday, June 15, 2010.

2. Please complete an MBA Catalog "Midwest Favorites" application form for each title you send for our consideration, and include it with your submission. Mail the form and all materials about your title to "Midwest Favorites," Attn. Kati Gallagher, MBA, 2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427. Please do *not* send the regular catalog contract at this time.

3. Information on each book submitted *must* include the title, author (and illustrator, if applicable), publisher imprint, format, price, ISBN, and detailed descriptive copy about the book and author. Acceptable types of copy include the publisher's seasonal catalog copy, a press release and author bio for the book, and/or jacket copy. Please *do* include a book jacket or cover, a bound galley or sample pages, and/or a finished book, if available. The more complete your information, the better decision we can make. Titles may be rejected at MBA's discretion if descriptive information is not adequate.

4. You are welcome to submit new Fall 2010 titles and/or Spring 2010 and Summer 2010 books. Appropriate backlist titles are also eligible, although a title that has been a "Midwest Favorite" before is not likely to be selected again.

5. At least 24 adult and 8 children's titles will be selected. However, if the MBA Catalog selection committee decides that fewer titles of those submitted are actually appropriate, the final number may be lower.

6. Please note: *All* titles submitted for these "Midwest Favorites" spaces may *also* be placed in the MBA Catalog as Inside Regular space titles. If your title is not chosen for this special program, you will still have time to submit it for inclusion in the MBA Catalog at our regular rates, should you wish to do so. We encourage you to consider this option, too.

7. If you have any questions about our "Midwest Favorites" program, please contact:

Susan Walker or Kati Gallagher,
763-544-2993, 800-784-7522, Fax 763-544-2266

susan@midwestbooksellers.org
kati@midwestbooksellers.org

www.midwestbooksellers.org



2010 MBA CATALOG "MIDWEST FAVORITES" PROGRAM APPLICATION FORM

[Please photocopy this form and use a separate form for each title you submit. Thank you.]

APPLICATION DEADLINE JUNE 4, 2010

1. All submissions must be received in the MBA office by Friday, June 4, 2010. MBA will select "Midwest Favorites" titles in consultation with the MBA Board of Directors. All publishers submitting titles will be notified about the books selected by Tuesday, June 15, 2010.
2. Titles selected as "Midwest Favorites" pay \$1000 for inclusion in the 2010 MBA Catalog, rather than the regular \$2200 rate. "Midwest Favorites" titles are not eligible for other discounts.
3. Please complete this application form and include it with your submissions. Mail this form and all materials about your titles to: "Midwest Favorites", Attn: Kati Gallagher, MBA, 2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427. Please do not send the regular MBA Catalog contract form at this time.
4. Information on each book submitted MUST include the information requested below, PLUS detailed descriptive copy about the book and author. Acceptable types of copy include the publisher's seasonal catalog copy, a press release and author bio for the book, and/or jacket copy. Please DO include a book jacket or cover, a bound galley or sample pages, and/or a finished book, if available. The more complete your information, the better decision we will be able to make. Titles may be rejected at MBA's discretion if descriptive information is not adequate. Titles may be 2010 publications or backlist.
5. If you have any questions about our "Midwest Favorites" program, please be sure to contact Susan Walker or Kati Gallagher at 763-544-2993, 800-784-7522, Fax 763-544-2266, or susan@midwestbooksellers.org (Walker), kati@midwestbooksellers.org (Gallagher).

Please fill out or attach a business card:

Publisher Contact Person

Phone Fax E-mail

Address City/State/Zip

Please provide complete information:

Book title AND subtitle Imprint

Author(s) Illustrator(s)

Format Price ISBN-13 [include hyphens] In-store date

Please sign below.

If our title is selected as a "Midwest Favorite," we understand that we will pay \$1000 to UMBM, Inc., the Catalog production subsidiary of MBA, by or before October 31, 2010, for its inclusion in the 2010 MBA Catalog.

Contact's signature

Date