



Midwest Booksellers Association Banner Ad Reservation Form 2010 MBA Catalog-Related Special Rates



Company name _____

Date _____

Address _____

City/State/Zip _____

Contact Person / Title _____

Phone _____

Fax _____

Email _____

	Reserve for November 2010	Reserve for December 2010	
Banner Package 1 – save 40% - pay just \$500/month!			New!
Vertical Skyscraper Banner Ad: 160 px (w) x 600 px (h) 1 month on MBA website PLUS 4 E-mails Website@ \$425 + 4 E-mails@ \$425 = \$850/month value			Add Discounted Banner Ads to your Catalog Participation!
			Advertise on the MBA Website
Banner Package 2 – save 35% - pay just \$325/month!	Reserve for November 2010	Reserve for December 2010	& the weekly E-mailed
Vertical Short Banner Ad: 160 px (w) x 240 px (h) 1 month on MBA website PLUS 4 E-mails Website@ \$250 + 4 E-mails@ \$250 = \$500/month value			Heartland Indie Bestseller List

Production specs:

- Deadline for ad reservations and graphics files:
October 1, 2010 for November ad
November 1, 2010 for December ad
- Send reservation form and graphics files to kati@midwestbooksellers.org.
- Submit artwork in jpeg or gif format and supply URLs for pertinent link(s) to be set up from the ad to your website(s).
- Custom banner design is available. Our webmaster will provide you with a cost estimate in advance. Extra time is needed for production. Please check with us in advance.
- Tracking of the number of users who click on the banner is provided upon request.
- MBA reserves the right to approve or reject all advertising.

<input type="checkbox"/>	1	<input type="checkbox"/>	2 month(s) @ \$500 = \$ _____
<input type="checkbox"/>	1	<input type="checkbox"/>	2 month(s) @ \$325 = \$ _____
Total amount due			= \$ _____

