

Upper Midwest Book Marketing, Inc. Publisher Primary Contract for Participation in the 2010 Midwest Booksellers Association Catalog

The following titles are authorized for inclusion in the 2010 MBA Catalog at the following rates:

		Space Code
Front Cover	\$3800 per title	FC
Inside ½ page	\$6200 per space	H
Inside ¼ page	\$3100 per space	Q
Inside Regular	\$2200 per title	R
Midwest Favorite	\$1000 per title	MF
(Midwest Favorites MUST be approved by UMBM.)		

**Purchase 3 or more
Inside Regular Spaces and
receive a \$200 discount on each
Inside Regular Space**

**Advertised titles must be in stores
before 10/31/10. If your book will arrive in stores
later, you must give us the in-store date.**

2010 Deadlines

Final Title/Contract Submission	June 30
Copy Submission	July 9
Bookseller Quotes Books/ARCs	July 9
Computer Graphics Files	July 23
Full Payment	October 31

Title	In-store date	Author	Imprint	ISBN 13	Price	Subject	Soft/Hard Cover	Adult / Child	Space Code	Space Cost

Payment Options: (Please indicate preference)

- Full payment from contract before invoice issued.
 Full payment from invoice by October 31, 2010.

Checks to Upper Midwest Book Marketing, Inc. Address below.
 For credit card payments, see payment form.
 Tax ID #41-1797383

Send contract and payment to:

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

Important:

See the **Copy & Production Materials Submission Form** for materials needed and further instructions.

Company _____ Date _____
 Production Contact _____ Title _____
 Address _____ City/State/Zip _____
 Phone _____ Fax _____ Email _____
 Company _____ Date _____
 Billing Contact _____ Title _____
 Address _____ City/State/Zip _____
 Phone _____ Fax _____ Email _____
 Contract signature _____

UMBM, Inc. reserves the right to make final decisions regarding title selection and position in the catalog and to refuse space to any publisher which has not paid for its 2009 participation. UMBM, Inc. is a wholly-owned subsidiary of the Midwest Booksellers Association.
 -- Publisher is responsible for notifying UMBM, Inc. of price and title changes. UMBM, Inc. will make corrections at no extra charge until August 31, 2010. Corrections made after this date incur extra expense, which will be charged to publisher.
 -- Publisher must provide computer graphics files of book covers in the format we require. UMBM, Inc. will charge publisher for extra prep work required to upgrade inadequate materials. Minimum charge \$100.
 -- See 2010 MBA Catalog Information at <http://www.midwestbooksellers.org/catalog/publisher-catalog-information/>