

# 2009 MBA CATALOG SIGNS & SHELF-TALKERS

Take a look at our great signs, shelf-talkers and bookmarks for this year's MBA Catalog program. The computer graphics files for these materials are available **FREE** to you this year

-- JUST DOWNLOAD THEM FROM THE MBA WEBSITE - URL below!

<http://www.midwestbooksellers.org/catalog/catalog-bookseller-information/2009-mba-catalog-bookseller-resources/>

**SIGNS:** The sign graphics files are set up as 11"x14" signs. They can be enlarged to 22"x28", or they can be printed as small as 8.5"x11". You can take them to your local print/copy shop, or you can print them in the smaller size on a color printer. Signs can be mounted on tag board or foam core, single or double-sided, or you can put paper signs into acrylic holders, and tape them on a wall or window.

**SHELF-TALKERS:** Shelf-talker graphics files are designed to produce 4"x7" shelf-talker cards. These can be printed onto card stock, trimmed to size, and used either as a promotional card inserted in a book like a bookmark, or as a shelf-talker on the lip of a shelf under a book. In both cases, you can write in your own comments about the books - or cut up a Catalog and paste the copy for those titles onto your shelf-talker cards. You can print these yourself on a color printer or have your local print/copy shop produce them for you.

If you have questions about using these materials, please be sure to let us know.

**PLEASE NOTE!** If you plan to take digital photos of your MBA Catalog displays and give them to MBA to get your MBA Catalog display photos **REBATE**, you **MUST** use some of these 2009 MBA Catalog signs and shelf-talkers in your displays and show them clearly in your photos. See the **REBATE FORM** for details. You'll find it on the same page as the PDFs for these signs and shelf-talkers.

HOLIDAY GIFT SIGN #1  
HOLIDAY GIFT SHELF-TALKER #1

books  
a reader's catalog

Lights are a Ground of Darkness

Soy Affection

The Clockwork of the Soul

The Longest Night

CINCINNATUS

the best in books from your favorite independent booksellers in communities across our Midwest

MBA  
Midwest  
Booksellers  
Association

our catalog has great books for holiday gifts!

here's a great gift idea from our catalog!

books  
a reader's catalog

Lights are a Ground of Darkness

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here's a great gift idea from our catalog!

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HOLIDAY GIFT SIGN #2  
HOLIDAY GIFT SHELF-TALKER #2



books  
a reader's catalog

the best in books from your favorite independent booksellers in communities across our Midwest

MBA  
Midwest Booksellers Association

our catalog has great books for holiday gifts!



here's a great gift idea from our catalog!

here's a great gift idea from our catalog!

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WINTER SIGN  
WINTER SHELF-TALKER



spend winter nights  
with great books  
from our catalog!

Illustration by Ted Lewis  
The Longest Night Holiday House, Inc.



here's a  
great read for  
winter nights!

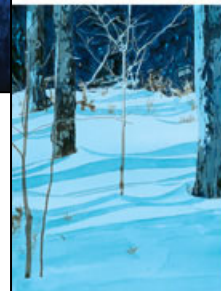
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Illustration by Ted Lewis  
The Longest Night  
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