



2011 Trade Show  
 Thursday-Friday, September 22-23  
 The Depot, 225 Third Avenue S, Minneapolis, MN 55401



## Advertising Opportunities

MBA offers a variety of advertising options in relation to our trade show.  
 Deadline: June 11, 2011: Ad reservations, graphics, and payment

### Trade Show Program

Placement	Size	Rate
1. Outside back cover	7" x 10"	\$825.00
2. Inside full page	7" x 10"	\$750.00
3. Inside one-half page	7" x 4" horizontal	\$495.00
4. Inside one-quarter page	3" x 4" vertical	\$325.00

**Production specs**

- Estimated at 48 pages, 8.5" x 11", black and white, 1,000 print run. Hard copies distributed at the show.
- Program is also emailed to our members prior to the show and circulated throughout the year.
- Send your ad in PDF print-optimized format to Kati Gallagher.

### Banner Ads

We're offering discounted ad packages from August 1, 2011 through the weekend of the show. During that time, the banner ad(s) of your choice will appear on our website and in the weekly Heartland Indie Bestseller List for at least one week.

- **Banner Package 1:** \$500 (Actual value \$850. Save 40%).  
 Vertical Skyscraper Banner Ad: 160 px (w) x 600 px (h)
- **Banner Package 2:** \$325 (Actual value \$500. Save 35%)  
 Vertical Short Banner Ad: 160 px (w) x 240 px (h).
- **Production specs:** Submit ad in jpeg or gif format. Supply URLs for click-through to your website.

MBA reserves the right to approve or reject advertising.  
 Send reservation form and graphics to Kati Gallagher.

➔ Please fill in the following information. Check which advertising opportunities you wish to reserve and email, fax, or send form to Kati Gallagher, contact information below.

<input type="checkbox"/> Trade Show Program	_____	_____	_____
	Placement and Size		Subtotal
<input type="checkbox"/> Banner Package 1	_____	_____	_____
			Subtotal
<input type="checkbox"/> Banner Package 2	_____	_____	_____
			Subtotal
			<b>Total Due</b>

Company name _____		Date _____
Address _____		City/State/Zip _____
Trade show contact _____		Position/Title _____
Phone _____	Fax _____	Email _____

Visa    MasterCard    Discover   \_\_\_\_\_  
 Total Dollar Amount Authorized

Credit Card Number \_\_\_\_\_   Expiration Date \_\_\_\_\_   Three-Digit Code (Required) \_\_\_\_\_

Address on Statement \_\_\_\_\_

Print Name \_\_\_\_\_   Initial Here \_\_\_\_\_

**Midwest Booksellers Association**  
 Carrie Obry, Executive Director / Kati Gallagher, Assistant Director  
 2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427  
 (763) 544-2993, (800) 784-7522, Fax (763) 544-2266  
 carrie@midwestbooksellers.org, kati@midwestbooksellers.org, www.midwestbooksellers.org