

# Midwest Booksellers Association 2011 Winter Catalog

**Midwest Favorites Program Application** In addition to titles with broad national interest, our winter catalog showcases books with specific ties to the Midwest. Through Midwest Favorites, publishers apply for a discounted rate to feature books in the regional section of our catalog. If selected, our standard ad space, normally \$2,300, is secured for only \$1,100. **Criteria:** The content of the book needs to pertain to one of the states in our region: Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota, or Wisconsin. An author's residence in one of these states does not qualify the title, as the regional component is intended for consumer-level interest.



## How to Apply

- Email, fax, or mail this form to Kati Gallagher, contact information below.
- Also send us enough materials to thoroughly review the book(s) you are submitting: promo materials, ARC, or finished book.
- Each publisher may submit up to four titles (Fall 2011, Spring 2011, or backlist). Use a separate application for each title.
- MBA reviews all applications and selects the group of books that best represent our region. Up to 24 adult and 8 children's books will be approved.

## Important Dates

- Applications and all materials must be received no later than June 4.
- Publishers will be notified of title selection by June 17.

\_\_\_\_\_  
Publisher

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Complete Title and Subtitle

\_\_\_\_\_  
Author

\_\_\_\_\_  
Illustrator

\_\_\_\_\_  
ISBN-13

\_\_\_\_\_  
Imprint

\_\_\_\_\_  
Subject

\_\_\_\_\_  
Price

\_\_\_\_\_  
In-Store Date  Adult  Children's  Hardcover  Softcover  Other

## Signature

If our title is selected as a Midwest Favorite, we agree to pay \$1,100 to UMBM, Inc., the catalog production subsidiary of MBA, by or before October 31, 2011, for its inclusion in the 2011 winter catalog.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Initial

\_\_\_\_\_  
Date

**Midwest Booksellers Association | Upper Midwest Book Marketing, Inc.**

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