Midwest Connections
Publisher Participation Guidelines
www.MidwestBooksellers.org/MidwestConnections

Midwest Connections is a co-op program curated by Midwest Independent Booksellers Association. MIBA selects 4 titles every month across all genres. Whether the book is a novel set in the Midwest, nonfiction that will resonate within the Midwest, or is written by an author who lives in the Midwest, we can help you find your ideal audience.

We’re actively seeking a higher percentage of paperback originals. Publisher recommendations are highly encouraged. Factor us into your early marketing plans and recommend a group of titles per season. A limited number of slots across genres is available each month, so the sooner you recommend your books, the better. We like long lead times!

The cost to participate is $500 per title. This amount helps offset MIBA’s cost of cash rebates to booksellers for merchandising Midwest Connections picks. Books selected for Midwest Connections are displayed in stores with POS materials printed and delivered by MIBA. Materials can include stickers, bookmarks, shelf talkers, and one sheets, as well as steady social media attention within our network of booksellers for a two-month period.

To suggest a title as a Midwest Connections pick, mail a galley to the MIBA office and send an email to Kate Scott at kate@midwestbooksellers.org.

Promotional Materials and General Book Information. Once the book is confirmed, we’ll post it to our website right away, so email us your promotional information: price, ISBN, format, ordering info, book jacket photo, author photo, a book trailer, and any other marketing materials our stores might find useful. Part of our promotion includes providing booksellers with an informational one-sheet including the following information, which we will request once the book is confirmed:

- Connection to the Midwest
- Brief Summary (~50 words)
- Hook (~25 words)
- Target Readers
- Possible Shelf Talker Pitch (~25 words)
- Comp Titles/Similar Books
- About the Author/Editor (~50 words)

Galley Mailing. Publishers are asked to mail ARCs (or finished books) along with a customized Midwest Connections letter to participating bookstores around one month prior to the beginning of the promotion. Find more information about these letters, including examples, at www.midwestbooksellers.org/midwestconnections

Optional POS Materials: In addition to MIBA’s print materials, publishers are welcome to produce title-specific POS materials. These can be digital only—we will distribute them via email announcements and host them on our website—or you can include print copies with your galley and letter mailing.

Get the word out. Your titles enjoy a two-month promotional period, so engage us in whatever way we can. We’ll be happy to email our booksellers newsworthy info (great reviews, new video footage, author events, etc.) and post reviews, events, etc. to our social networking sites. We encourage you to actively use social media with the #MWConX hashtag.