You have books. We have customers.

Reserve space now and our independent booksellers will share your titles with 2.5 million consumers in 5 key markets across the Eastern half of the US: Mid-Atlantic, Great Lakes, New England, Midwest, and South.

NOW WE ARE 5

RAMP IS A PARTNERSHIP OF

NAIBA | GLIBA | NEIBA | MIBA | SIBA

Reserve by May 1 for FREEBIES! See page 2 for details.
**AD TYPE**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Interior Unit</td>
<td>RI – 1 One title, <strong>one</strong> catalog $2,999</td>
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<tr>
<td></td>
<td>RI – 2 One title, <strong>two</strong> catalogs $2,625 per title, per catalog</td>
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<tr>
<td></td>
<td>RI – 3+ One title, <strong>three or more</strong> catalogs $2,375 per title, per catalog</td>
</tr>
<tr>
<td>Now in Paperback Unit</td>
<td>NIP Title previously released in hardcover $1,875 per title, per catalog</td>
</tr>
<tr>
<td>Small Press Unit</td>
<td>SP Title from a small, independent press $1,625 per title, per catalog</td>
</tr>
<tr>
<td>Cover</td>
<td>COV Front and/or back cover Ask for details</td>
</tr>
</tbody>
</table>

**Notes about RATES**

- Each association will have a separate catalog and all rates are PER catalog.
- Discounts on Regular Interior rates are available for same-title units only.

**DETAILS**

- Approximately 2.5 million print catalogs (total) will be distributed to consumers by independent bookstores through **direct and saturation mail (NEW THIS YEAR!)**, in-store promotion, and media insertions.
- NAIBA, GLIBA, NEIBA, MIBA, and SIBA titles will be available via e-commerce sites direct from stores to consumers.
- Stock checklists will be distributed to booksellers from June through October to promote advance store orders.
- Catalog titles will be on display in featured booths at the 2020 Regional Trade Shows.
- Finished catalogs will be 16 pages, 6" x 10.75" full color.
- Catalogs will arrive in stores around November 1.

**FREEBIES**

Reserve your space by May 1 and receive a FREE e-blast OR e-newsletter ad OR website ad (up to $1,875 total value!). One FREEBIE per association per publisher; timing subject to availability.

**CONTACT**

**Suzanne Shoger**, RAMP Director of Marketing and Promotion  
**SuzanneShoger@gmail.com**  
**216.536.7193**

Sales, production, and distribution by **LARK**

**DEADLINES**

- **FREEBIES** May 1
- **CONTRACTS** June 26
- **MATERIALS** July 17
  Images: CMYK tiff, 2.5" wide, 300 dpi  
  Copy: 25 words

- **PAYMENT** July 17  
  Make checks payable to:  
  Lark LLC  
  4791 Yantis Drive  
  New Albany, OH 43054

Place your order today!  
**https://rampcatalogs2020.paperform.co**