

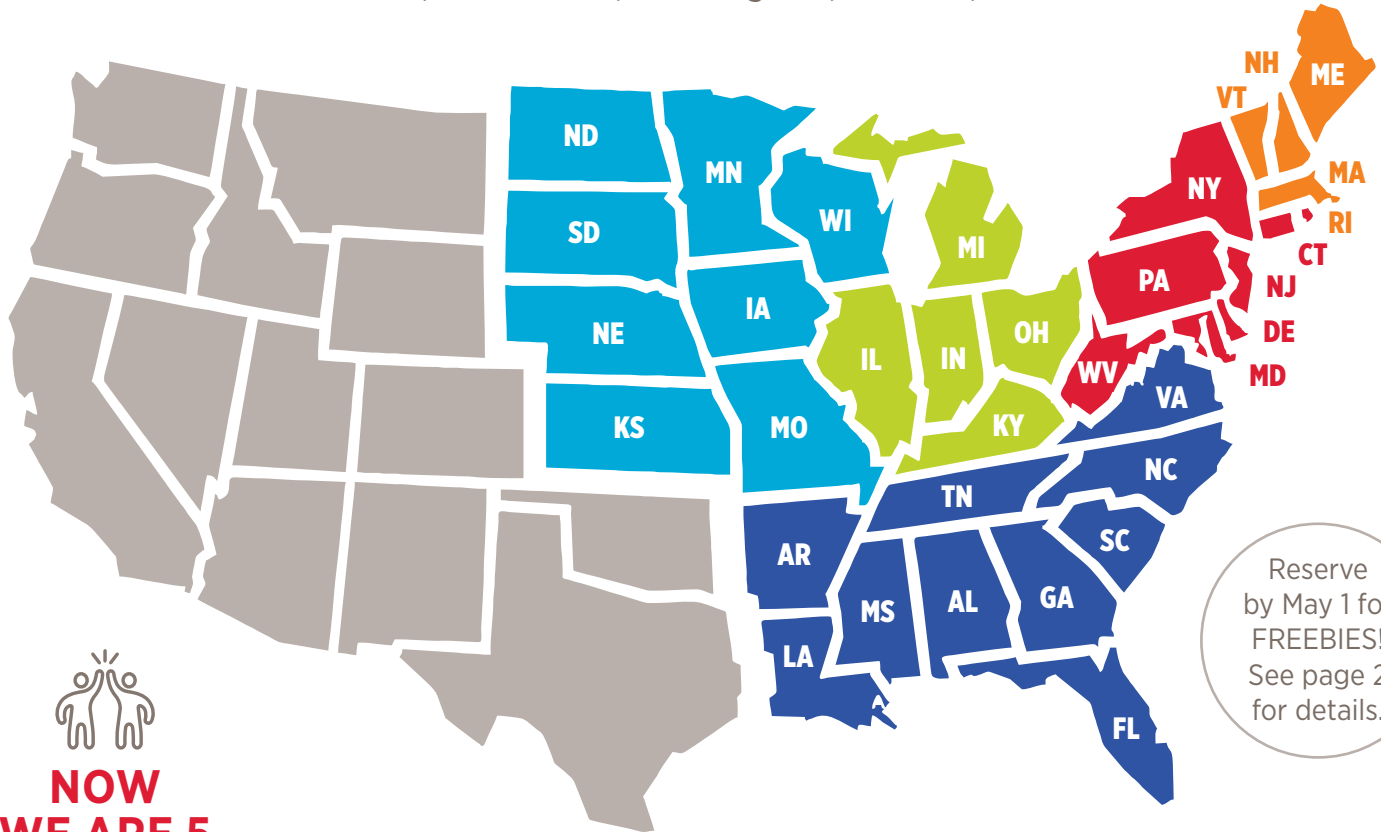
REGIONAL ASSOCIATION MARKETING & PROMOTION

NAIBA | GLIBA | NEIBA | MIBA | SIBA

2020 Holiday Catalogs

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.



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

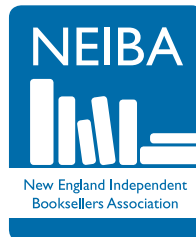


NOW WE ARE 5

R A M P IS A PARTNERSHIP OF



NAIBA
New Atlantic Independent Booksellers Association





2020 HOLIDAY CATALOGS

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

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

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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>