



Regional Holiday Catalog Group

NAIBA • GLiBA • NEIBA

FREE CATALOGS

provide a high-quality marketing opportunity for the holiday season!



DETAILS

Up to 12,500 catalogs per member store are FREE and all orders include free freight.

Catalogs can be imprinted with store logo, contact information, coupons or promotional information, providing name recognition for your bookstore.

Catalogs offer a mix of national and regional titles to enhance the independent bookseller image and community position.

Booksellers are encouraged to distribute catalogs through local media insertions and at point-of-purchase for maximum impact.

Catalogs are strongly supported by publishers and provide revenue for NAIBA, GLiBA, and NEIBA—great reasons for bookstores to promote the catalog project!

Participating IndieBound stores may include the IndieBound logo in the store imprint area.

Email blasts featuring catalog titles can be sent to your bookstore customers in November and December. Ask us how!

Stock checklists will be distributed to booksellers for ease in ordering catalog titles.

Catalog is 16 pages, 6" x 10.5", full-color, press-pasted.

Catalogs will arrive in stores around November 1.

IMPORTANT DATES

August 6

Deadline for catalog orders, imprint copy and artwork

August 14

Initial title list emailed to stores and wholesalers

August 28

Payments due (if ordering extra and/or imprinted catalogs)

September 14

Final title list emailed to stores and wholesalers

November 1

Finished catalogs due in stores

CONTACT

Send/Fax Contracts to:

Elizabeth Grace Herbert • BookPage
2143 Belcourt Avenue • Nashville, TN 37212

Phone (615) 292-8926 x 34
Fax (615) 292-8249
catalog@bookpage.com

Include your regional association and store name in the subject line.

ABOUT PROMOTION, INC.

The Regional Holiday Catalog Group is a project of ProMotion, inc. on behalf of the New Atlantic, Great Lakes, and New England Independent Booksellers Associations. Now in its 22nd year, ProMotion, inc. serves the book industry nationwide with its customized publication, BookPage, a monthly book review distributed in over 3,000 bookstores and public libraries. ProMotion, inc. is pleased to work with the Regional Holiday Catalog Group to produce the 2010 Holiday Catalog.



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CATALOG & IMPRINT ORDER FORM

DETAILS

Up to 12,500 catalogs per member store are FREE and all orders include free freight
Additional catalogs (over 12,500) may be purchased for \$25 per 500
Minimum of 500 catalogs must be ordered
Minimum of 2,000 catalogs must be ordered for imprints
Cost to imprint is \$150 and includes front and back covers

DEADLINES

Orders due August 6, 2010
Payments due August 28, 2010

Orders will only be processed with receipt of applicable payments. Free catalogs are available to members in good standing of NAIBA, GLiBA, or NEIBA.

BOOKSTORE INFORMATION

STORE NAME: _____
CONTACT: _____
ADDRESS: _____
CITY, ST, ZIP: _____
PHONE: _____ FAX: _____
EMAIL: _____
SIGNATURE: _____ DATE: _____

SHIP TO INFORMATION

Ship to Bookstore

CATALOG QTY (INCREMENTS OF 500): _____
CONTACT: _____
PHONE: _____
FAX: _____
ADDRESS: _____

Ship to Newspaper/Other

For multiple ship-to locations please make additional copies.

CATALOG QTY (INCREMENTS OF 500): _____
CONTACT: _____
PHONE: _____
ADDRESS: _____
NEWSPAPER INSERTION DATE: _____
Bookstore is responsible for scheduling all newspaper insertions.

CATALOG INFORMATION

FREE! CATALOG QTY: _____ *(minimum of 500/increments of 500)* *Free up to 12,500 catalogs!*
ADDITIONAL QTY: _____ *(increments of 500)* \$25 per 500 \$ _____
IMPRINT: _____ *(minimum of 2,000)* Cost: \$150 \$ _____
TOTAL CATALOG QTY: _____ **TOTAL DUE:** \$ _____

NO IMPRINT.

Please confirm that you are a member in good standing of the following association:

NAIBA **GLiBA** **NEIBA**

CONTRACTS AND PAYMENTS

Make checks payable to BookPage
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catalog@bookpage.com

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IMPRINT INFORMATION

- No imprint.**
- I need design/layout.**
Include all information you need set up, such as logos, store info, graphics, etc. Email graphics or logos or include original artwork to be scanned. This service is free of charge.
- I will email camera-ready art.**
Please print as is.
Camera-ready artwork must be emailed or mailed. Email pdf to catalog@bookpage.com. Imprint specs to the right. Include your regional association and store name in the subject line.

Front Imprint
5.5" x 1"

Back Imprint
5.75" x 2.75"