



New Atlantic Independent Booksellers Association

ratecard
here'sthescoop

“ Advertise your books in the NAIBA Holiday Catalog and get exposure to hundreds of thousands of consumers in the valuable East Coast market—from New York City to Washington, D.C., Philadelphia, Baltimore and everywhere in between! ”

rateinformation

adtype	costperunit
backcover	\$2500
featureinterior	\$3000
regularinterior	\$2200
independentpress	\$1500

aboutthecatalog

- * 700,000 catalogs will be distributed by independent bookstores through local media insertions, direct-mail and at point-of-purchase.
- * Larger format ad units will be up to 33% bigger than comparable catalogs.
- * Email blasts featuring catalog titles will be sent to thousands of bookstore customers in November and December.
- * Stock checklists will be distributed to NAIBA booksellers for ease in ordering catalog titles.
- * Catalog titles will be on display in a featured booth at the 2009 NAIBA Trade Show.
- * Free imprinted catalogs will be available to all NAIBA booksellers.
- * Finished catalog will be 16 pages, 8 3/8" x 10 7/8" full color, press pasted.
- * Catalogs will arrive in stores November 1.

* wantfreeads?

Double your reach to the independent market. Reserve your space by may15 and receive any and all of the freebies below. What a deal!

freeBookPagead*

Top Shelf ad in the January 2010 issue of BookPage (catalog titles only); 430,000 copies distributed through 3,000 bookstores and libraries in 48 states (value \$950). *Limited to the first 36 participants.

freeNAIBATradeshowdirectoryad

Half-page ad distributed to over 4,000; publication focuses on fall releases (value \$375).

freeNAIBAonlinelistservad

Sent out weekly to over 1,300 subscribers; NAIBA does not usually allow advertising on the Listserv; offer is a special one-time bonus for catalog advertisers.

freeNAIBAmembershiplist

Mailing list includes 300 bookstores and is continuously updated (value \$100).

freeNAIBAnewsletterad

Half-page ad distributed to a mailing list of 4,000; a must-read among bookstore staff during any season (value \$250).

One set of **freeads** per contract.

booksellersspeak

We have been constantly surprised by the sales this catalog has generated for titles that we gave little consideration to during our initial orders, and we are greatly pleased by the numbers of new clients that we have captured as a result of this catalog's distribution.

—Joe Drabysak, Chester Co. Book & Music Co., West Chester, PA

The catalog was a key part of our holiday marketing and a strong impetus for our overall holiday sales.

—Erica Caldwell, Present Tense, Batavia, NY

The holiday catalog draws people into our store, looks professional and makes a great statement for independent booksellers.

—Shelly Plumb, Harleysville Books, Harleysville, PA

We had people ask about catalog titles during the season. This is a good medium for us and we will continue to use it.

—Lee Schwartz, The Book Center, Cumberland, MD

I cannot tell you how many people use this [NAIBA Holiday Catalog] and request books advertised.

—Rita Maggio, Book Towne, Manasquan, NJ

salescontact

Suzanne G. Shoger, Director of Catalog Marketing
54 Clayton Court, Hudson, OH 44236
216.536.7193 phone, 330.342.9887 fax
SuzanneShoger@gmail.com

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