

2017 regional **holiday** catalog group

NAIBA
GLIBA
NEIBA

You have books. **We have customers.** Reserve space now and our independent booksellers will share your titles with **1.5 million consumers** across three key markets: New England, the Mid-Atlantic and the Great Lakes.

ADTYPE			\$RATE
Regular Interior Unit	RI-1	One title, one catalog	\$2200
	RI-2	One title, two catalogs*	\$1980 per title, per catalog
	RI-3	One title, three catalogs*	\$1760 per title, per catalog
Now in Paperback Unit	NIP	Title previously released in hardcover	\$1300 per title, per catalog
Independent Press Unit	IP	Title from an Independent Press	\$1300 per title, per catalog
Covers	FC / BC	Front and/or Back Cover	Ask for details

* 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 1.5 million catalogs (total) will be distributed to consumers** by independent bookstores through local media insertions, direct mail and at point of purchase.
- ◆ NAIBA, GLIBA and NEIBA 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 2017 Regional Trade Shows.
- ◆ Finished catalog will be 16 pages, 6" x 10.75" full color.
- ◆ Catalogs will arrive in stores around November 1.

DEADLINES

- ◆ **FREEBIES May 1**
- ◆ **CONTRACTS June 26**
Send to: SuzanneShoger@gmail.com
- ◆ **MATERIALS July 24**
Images: CMYK tiff, 2.5" wide, 300 resolution
Copy: 20-25 words, sent in an email
Send to: regionals@bookpage.com
- ◆ **PAYMENT July 24**
Mail check payable to:
ProMotion, inc., 2143 Belcourt Avenue, Nashville, TN 37212

FREEBIES

Reserve your space by **May 1** and receive any and all of the **FREEBIES*** below. One set of **FREEBIES** per association per publisher.

- ◆ **FREE EMAIL/WEBSITE AD**
 - ◆ Available to 500 - 1500 bookstore individuals per association featuring a title of your choice during a mutually agreeable time frame (\$100 - \$350 value).
- ◆ **FREE MEMBERSHIP LIST**
 - ◆ Mailing lists include 175 - 400 bookstore members per association (\$50 - \$300 value).
- ◆ **FIRST 15 PUBLISHERS TO SUBMIT A CONTRACT WILL RECEIVE A FREE BOOKPAGE AD**
 - ◆ One unit in publisher group ad in BookPage January 2018 issue (catalog titles only); 400,000 copies distributed through 3,000 bookstores and libraries in 48 states (value \$500).
 - ◆ ***BookPage ad limited to the first 15 publishers. Only one unit/title per publisher. Unit in group ad is not per association.**

@CONTACT

Suzanne G. Shoger, Director of Catalog Marketing ◆ 216.536.7193 ◆ 615.292.8249 fax ◆ SuzanneShoger@gmail.com

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NAIBA
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PUBLISHER		IMPRINT		PO#	
ADDRESS					
CITY		STATE		ZIP	
CONTACT NAME			JOB TITLE		
EMAIL			PHONE		

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.

DE**AD**LINE**S**

FREEBIES—May 1

CONTRACTS—June 26

MATERIALS & PAYMENTS—July 24

MATERIALS

IMAGE: CMYK tiff, 2.5" wide, 300 resolution

COPY: 20-25 words, sent in an email

SEND TO: regionals@bookpage.com

DUE DATE: July 24

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List all titles separately on the back of this page. List totals from back page below:

NAIBA	GLIBA	NEIBA	TOTAL AMOUNT DUE
\$	\$	\$	\$

Payment due **July 24**. Mail check payable to: ProMotion, inc., 2143 Belcourt Avenue, Nashville, TN 37212

AUTHORIZED SIGNATURE

DATE

YES! I submitted this contract by **May 1** and I want **FREEBIES**. One set of **FREEBIES** per association per publisher. Ask for details & availability.

All titles submitted must be available to ship to stores no later than October 17, 2017. No space cancellations are allowed after signed contract has been received. Please notify Suzanne Shoger no later than July 24, 2017 if the publication of any accepted title is cancelled or delayed. Every effort will be made to allow the substitution of another title. However, if the production schedule cannot accommodate this change, the original title will be printed in the catalog, and the publisher will be responsible for the full cost of the unit. Regional Holiday Catalog Group reserves the right to reject any title submitted. ProMotion, inc. reserves the right to edit and/or alter supplied copy due to space, stylistic or design considerations. Payment for space contracted will be made within 30 days following receipt of invoice. Purchase of advertising space in the NAIBA, GLIBA, and/or NEIBA Holiday Catalog(s) is an outright purchase of space. In the event of breach of contract or non-performance, publisher agrees to pay all collection costs, including attorney's fees.

OFFICE USE ONLY	Account #	Contract #	Invoice #	Invoice date
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{ NAIBA GLIBA NEIBA }

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AD TYPE	RATE PER TITLE	RATE PER TITLE	RATE PER TITLE	TOTAL COST PER TITLE	ISBN	PRICE \$	IMPRINT
\$	\$	\$	\$	\$	CHOOSE ONE CATEGORY	<input type="checkbox"/> FICTION <input type="checkbox"/> MEMOIR/BIO <input type="checkbox"/> TEEN/YA <input type="checkbox"/> CHILDREN'S (AGES _____) <input type="checkbox"/> COOKING <input type="checkbox"/> HISTORY <input type="checkbox"/> NONFICTION <input type="checkbox"/> OTHER _____	

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TOTALS	NAIBA	GLIBA	NEIBA	TOTAL
	\$	\$	\$	\$

{ Include totals in space provided on the front page.