



# New England Independent Booksellers Association

1955 Massachusetts Avenue, #2 • Cambridge MA 02140

(617) 547-3642 • (fax (617) 547-3759 • www.newenglandbooks.org

Advertising Contact: Nan Sorensen at nan@neba.org

## **ONLINE ADVERTISING**

### **Dedicated Email Blast**

\_\_\_\_ (Date) Email blasts 4 time a week (not Wednesdays), \$150 per blast or \$500 for 4 within 6 weeks (does not need to be the same ad) JPEG 600 pixels wide and 800 high; average size 150-600KB

### **NEIBA News ENewsletter Ad**

\_\_\_\_ (Date) NEIBA News E-Newsletter Wednesdays; one ad per edition - \$100 week or \$300 for 4 consecutive weeks (does not need to be the same ad) JPEG, 400 pixels wide by 125 pixels high; average size 50-400KB

### **NEIBA Web Site Ads**

\_\_\_\_ (Date) Home Page - 2 weeks \$100 (Only ad except for regional banner ad) JPEG, 400 pixels wide by 125 pixels high,; average size 50-400KB (see site for sample)

### **Regional Web Site Ads**

\_\_\_\_ (Date) \$1,000

Banner ads on the Web sites of each of the nine regional booksellers trade associations (SIBA, MBA, GLiBA, NEIBA, NAIBA, PNBA, SCIBA, NCBA, MPBA) home pages. Banners run for a week and placement is exclusive. Both formats are required: Horizontal (440x125) & Vertical (125x440) Formats: JPEG, GIF: 250KB maximum. Deadlines: 5 days before run date. Banners from Tuesday to Monday, in order to take advantage of publisher book release schedules. Contact Nan@neba.org for date availability and questions.

## **NEIBA FALL CONFERENCE ADVERTISING**

### **Show Program**

The Trade Show is held in late September or early October of each year and the Program is distributed to all attendees (700 in 2016). Ad deadline August 18; black & white.

\_\_ Outside Back Cover \$1,100.00 (Inc Free ENewsletter Ad) \_\_ Half page (7" W x 4.75" H horizontal) \$350.00  
\_\_ Quarter page (3.5" W x 4.5 H vertical) \$250.00 \_\_ Full page (8.5" W x 11 H") \$600.00

### **Show E-Newsletter**

Emailed one month before the show; black & white or color; Deadline August 18

\_\_ Full page (8.5" W x 11"H) \$300.00 \_\_ Half page (7"W x 4.75" H) \$200.00  
\_\_ Quarter page (3.5"W x 4.5" H verticle) \$100.00

### **\*\* Advertise in both the E-Newsletter & Program \*\***

Printed Program Ads	E-Newsletter Ads	Both!
__ Full Page - \$600	Full Page - \$300	\$799
__ Half Page - \$350	Half Page - \$200	\$499
__ Quarter Page - \$250	Quarter Page - \$100	\$299

## **NEIBA MAILING LIST**

NEIBA's mailing list of booksellers in New England and New York is available for a one-time use. No copying or duplication or any type of reproduction is permitted. The mailing list does not include email addresses.

The membership list is available in Excel format (Mac):

\_\_ Whole list (~350 booksellers) \$350.00 \_\_ Member stores (~200 booksellers) \$250.00

\*numbers approximate. \*\* complete list may contain numerous contacts per location & some addresses may no longer be valid.

## **PAYMENT**

\_\_ Check enclosed Credit Card: \_\_ AmEx \_\_ MC/Visa \_\_ Discover

Acct # \_\_\_\_\_ Exp. Date \_\_/\_\_/\_\_

Print Name \_\_\_\_\_ Signature \_\_\_\_\_

Company \_\_\_\_\_ EMail \_\_\_\_\_