



New England Independent Booksellers Association

1955 Massachusetts Avenue, #2 • Cambridge MA 02140
(617) 547-3642 • (fax (617) 547-3759 • www.newenglandbooks.org
Advertising Contact: Ali Schmelzle at Ali@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 2017). Ad deadline August 17; 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 17

__ 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 _____