You have books. We have customers.

Reserve space now and our independent booksellers will share your titles with **2.5 million consumers** in 5 key markets across the Eastern half of the US: Mid-Atlantic, Great Lakes, New England, Midwest, and South.

NOW WE ARE 5

**RAMP** IS A PARTNERSHIP OF

[NaIBA](https://www.naiba.org) | [GLIBA](https://www.gliba.org) | [NEIBA](https://www.neiba.org) | [MIBA](https://www.miba.org) | [SIBA](https://www.sibaweb.org)
## AD TYPE

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>RATE</th>
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<tbody>
<tr>
<td>Regular Interior Unit</td>
<td></td>
</tr>
<tr>
<td>RI – 1 One title, one catalog</td>
<td>$2,999</td>
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<tr>
<td>RI – 2 One title, two catalogs</td>
<td>$2,625 per title, per catalog</td>
</tr>
<tr>
<td>RI – 3+ One title, three or more catalogs</td>
<td>$2,375 per title, per catalog</td>
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<tr>
<td>Now in Paperback Unit</td>
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<tr>
<td>NIP Title previously released in hardcover</td>
<td>$1,875 per title, per catalog</td>
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<tr>
<td>Small Press Unit</td>
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</tr>
<tr>
<td>SP Title from a small, independent press</td>
<td>$1,625 per title, per catalog</td>
</tr>
<tr>
<td>Cover</td>
<td></td>
</tr>
<tr>
<td>COV Front and/or back cover</td>
<td>Ask for details</td>
</tr>
</tbody>
</table>

**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.

## DETAILS

- Approximately 2.5 million print catalogs (total) will be distributed to consumers by independent bookstores through **direct and saturation mail (NEW THIS YEAR!)**, in-store promotion, and media insertions.
- NAIBA, GLIBA, NEIBA, MIBA, and SIBA 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 2020 Regional Trade Shows.
- Finished catalogs will be 16 pages, 6” x 10.75” full color.
- Catalogs will arrive in stores around November 1.

## FREEBIES

Reserve your space by May 1 and receive a FREE e-blast OR e-newsletter ad OR website ad (up to $1,875 total value!). One FREEBIE per association per publisher; timing subject to availability.

## CONTACT

**Suzanne Shoger**, RAMP Director of Marketing and Promotion  
SuzanneShoger@gmail.com  
216.536.7193

Sales, production, and distribution by **LARK**

## DEADLINES

<table>
<thead>
<tr>
<th>DEADLINES</th>
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<tbody>
<tr>
<td>FREEBIES</td>
<td>May 1</td>
</tr>
<tr>
<td>CONTRACTS</td>
<td>June 26</td>
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<td>MATERIALS</td>
<td>July 17</td>
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<tr>
<td>Copy: 25 words</td>
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<tr>
<td>PAYMENT</td>
<td>July 17</td>
</tr>
<tr>
<td>Make checks payable to:</td>
<td></td>
</tr>
<tr>
<td>Lark LLC</td>
<td></td>
</tr>
<tr>
<td>4791 Yantis Drive</td>
<td></td>
</tr>
<tr>
<td>New Albany, OH 43054</td>
<td></td>
</tr>
<tr>
<td>Place your order today!</td>
<td></td>
</tr>
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<td><a href="https://rampcatalogs2020.paperform.co">https://rampcatalogs2020.paperform.co</a></td>
<td></td>
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