



 want**free**ads?
reserve**by**may**15**

publishercontract
better**hurry** . . . don't**belate**

rateinformation

ad type	cost per unit
back cover	\$2500
feature interior	\$3000
regular interior	\$2200
independent press	\$1500

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

productioncontact

Angela J. Bowman, ProMotion, inc.
2143 Belcourt Avenue, Nashville, TN 37212
615.292.8926 x37 phone, 615.292.8249 fax
materials@bookpage.com

paymentinformation

checks payable/mail to:
ProMotion, inc./NAIBA
2143 Belcourt Avenue, Nashville, TN 37212

publisher: _____

imprint(s): _____

address: _____

city: _____ **state:** _____ **zip:** _____

authorizingofficial: _____ **job**title: _____

phone: _____ **fax:** _____ **email:** _____

productioncontact: _____

phone: _____ **fax:** _____ **email:** _____

authorizedsignature: _____ **date:** _____

unitinformation

ad type	qty	@	cost per unit
back cover (BC)		@	
feature interior (FI)		@	
regular interior (RI)		@	
independent press (IP)		@	
subtotal:			
amount due:			

materialsinformation

image
saved as CMYK TIFF, 2.5 inches wide, 300 resolution
copy
25-30 words of copy saved in word document
send to
Angela J. Bowman, materials@bookpage.com

importantdates

freeads
may**15**
signedcontracts
june**25**
catalogmaterials
july**15**
contractpayments
july**15**

! want**free**ads? **check**here
Then choose your freebies on the back of this page.
● Remember—one set of **free**ads per contract by May 15.

N A I B A
2009holidaycatalog

* want **free** ads?

I sure do! Sign me up for everything I've checked below—a great reward for reserving by May 15!

- 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).

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



title information

adtype	imprint	author	illustrator
rate	title	isbn	price
adtype	imprint	author	illustrator
rate	title	isbn	price
adtype	imprint	author	illustrator
rate	title	isbn	price
adtype	imprint	author	illustrator
rate	title	isbn	price
adtype	imprint	author	illustrator
rate	title	isbn	price
adtype	imprint	author	illustrator
rate	title	isbn	price

terms of contract

All titles submitted must be available to ship to stores no later than October 15, 2009.

No space cancellations are allowed after signed contract has been received. Please notify NAIBA no later than July 15, 2009 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. NAIBA 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 Holiday Catalog 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.



special instructions



New Atlantic Independent Booksellers Association