



catalog information

orders due . . . august 22

Catalogs are **free** and provide a high-quality marketing opportunity for the **holiday season!**

Catalogs can be imprinted for free with store logo and contact information, providing *name recognition* for NAIBA bookstores.

Stock checklists will be distributed to NAIBA booksellers for *ease in ordering catalog titles*.

A separate *children's catalog* will be produced for NAIBA children's booksellers.

Catalogs offer a mix of **national & regional titles** to enhance the independent bookseller image and community position.

Catalogs will arrive in stores around **November 1**.

Participating *Book Sense stores* may include the Book Sense logo in the store imprint area.

Booksellers are encouraged to **distribute catalogs** through local media insertions, direct-mail and at point-of-purchase for maximum impact.

Catalogs are *strongly supported* by publishers and provide revenue for NAIBA—two great reasons for bookstores to promote the catalog project!

Email blasts featuring catalog titles can be sent to your bookstore customers in November and December.

Ask us how!

catalog specifications

General Catalog (including Children's): 16 pages, 8 3/8" x 10 7/8" full color on 70# paper, press pasted. (Imprint: front and back for General Catalog.)

Children's Catalog: 4 pages, 8 3/8" x 10 7/8" full color on 70# paper. (Imprint: front side only for Children's Catalog.)

important dates

august 15
initial title list mailed to stores & wholesalers

august 22
deadline for catalog orders, imprint copy & artwork*

september 8
imprint proofs faxed to bookstores for **approval**

september 15
final title list mailed to stores & wholesalers

november 1
finished **catalogs**
due in stores

*Artwork must be emailed or mailed camera-ready, not faxed. Email art to catalog@bookpage.com. Mail camera-ready art to BookPage address below.

about ProMotion, inc.

The NAIBA Holiday Catalog is a project of ProMotion, inc. on behalf of the New Atlantic Independent Booksellers Association. **Now in its 20th year**, ProMotion, inc. serves the book industry nationwide with its customized publication, **BookPage**, a monthly book review distributed in over 3,000 bookstores and public libraries. ProMotion, inc. is pleased to work with NAIBA to produce the 2008 Holiday Catalog.

Send/Fax Contracts to:

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N A I B A
2008 **holiday** catalog