

Pacific Northwest Book Awards

2007

Store Promotion and Display

Upon opening your display kit you, no doubt, noticed some change. No, nothing from the couch cushions, that all goes to Larry's Starbucks habit. What you find is the usual handsome poster—but no bookmarks and no shelftalkers. The shelftalkers do exist, you'll just have to go to the Book Awards 2007 page at www.pnba.org to get them.

Instead of bookmarks, this year we have included a Book Awards sell-sheet that can be used as a bag-stuffer, handout, etc. The sheet is designed so that stores may also add their own stamp or tack a coupon onto the ad. In fact, the open area will accommodate any pre-existing Holiday Catalog imprint. PNBA has provided generic flyers in packs of 300, but if any store is interested in larger quantities, PNBA will provide a print-ready digital file to give to your local printer. If a store chooses to imprint and insert quantities into local media, PNBA will reimburse half of insertion cost, up to 3¢ per piece.

Our expectation for this year is that stores will primarily use the flyers for in-store promotions. Our hope for the future is that we might spotlight our Book Awards within a grander promotion, something along the lines of a spring mini-catalog. Consider this the first step in that direction.

The Contest

Don't be wishy-washy! If you grab the one copy of an award-winner already in stock and just stick it on a table, it will look that way. If you bring in two, three, or five and stack them within a thoughtful display, your customers will see you're behind something. Trust your peers. They determined these books to be special, now sell them accordingly!

Grand Prize: \$300

Runner-Up: \$200

Five Honorable Mentions: \$100

Photographs and persuasion due June 1. Email to brian@pnba.org or send to PNBA, attn: Brian. 214 E 12th Ave. Eugene, OR 97401.