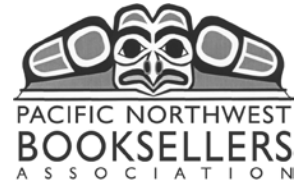


# 2009 PNBA Holiday Catalog Publisher Contract



Publisher \_\_\_\_\_ PNW Sales Rep \_\_\_\_\_

Account Contact \_\_\_\_\_ Job Title \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Production Contact \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

## Sales & Production Contact

Brian Juenemann  
 PNBA Marketing Director  
 214 E 12th Avenue  
 Eugene, OR 97401-3245  
 T: 541-683-4363  
 F: 541-683-3910  
 E: [brian@pnba.org](mailto:brian@pnba.org)  
 W: [www.pnba.org](http://www.pnba.org)

*\*exact publisher to be credited in catalog*

## Advertising Order

*feel free to use multiple lines, or to provide info on an accompanying sheet*

*Imprint	Title / Age Range (YA, Kids)	Author, Illustrator	EAN (no dashes)	Bk Price	Ad Type (back)	Rate (back)

**Contracts, images and copy due July 10. Show display books and materials for store Promo Kits due Sept 4.**

-Email copy (We edit to fit if word count exceeded) to [brian@pnba.org](mailto:brian@pnba.org), or attach to contract. See copy specs on flip-side.

-Email jacket images to: [brian@pnba.org](mailto:brian@pnba.org), or mail a CD. See image specs on flip-side.

**ASAP, please send 2 copies of each book for production fact-checking (will double as tradeshow display copy).**

# 2009 PNBA Holiday Catalog of Books

## Rates, Deadlines & Details

Ad Types & Rates		Materials	Contract Terms												
<ul style="list-style-type: none"> <li>• <b>Front Cover</b>                   \$3,500    *<b>Regional</b>                   \$3,000 includes supporting skyscraper or insertion banner ad in November or December <i>Footnotes</i> e-newsletter</li> <li>• <b>Regular Interior</b>               \$2,200    *<b>Regional</b>                   \$1,600</li> <li>• <b>Double Feature</b>                \$3,600 2 titles, 2 images, shaded box—titles must share author, series or theme</li> <li>• <b>Custom Feature</b> contact Brian (we love to do these!)</li> <li>• <b>Back Cover</b> contact Brian about single-title spots or full back cover features</li> </ul> <p>* <b>To qualify for the Regional Rate</b>, please contact Brian. Regional spots are generally offered to independent publishers in PNBA's member region—Alaska, Idaho, Montana, Oregon, Washington and British Columbia.</p>		<p><b>Book Cover Art</b> Email full-size 300 dpi jacket image (tif, jpg, pdf) or mail CD.</p> <p><b>Copy</b> Email copy of 25 words for regular interiors and 45 words for cover spots and double features. Custom spots to be determined.</p> <p><b>Email to:</b> <a href="mailto:brian@pnba.org">brian@pnba.org</a></p>	<p>All titles submitted must be available to ship no later than November 1, 2009.</p> <p>Notify PNBA if your title's publication date is canceled or delayed. We will allow the substitution of another title if the production schedule permits. If it is not possible, the original title will be printed in the catalog with the publisher accepting responsibility for the full cost of the unit. No changes can be accommodated after August 28, 2009.</p> <p>Payment for contracted space to be made 30 days from invoice. A finance charge of 1% (12% annual) per month will be charged on balances past due.</p> <p>Purchase of ad space in the PNBA Holiday Catalog is an outright purchase of space. In the event of a breach of contract or non-performance, the publisher agrees to pay all collection costs and attorney's fees. PNBA and its production agencies shall not be liable for any failure to publish or circulate all or part of the Holiday Catalog due to strikes, work stoppages, accidents, fire, acts of God or any other circumstance not within PNBA control.</p> <p>PNBA and its production agencies shall not be liable for any errors or omissions in advertisements as published. In the event that PNBA negligently fails to run a confirmed advertisement, its maximum liability will be limited to the amount of the payment of the advertisement.</p> <p>PNBA reserves the right to reject any proposed title.</p>												
Promotion	Deadlines	Payment													
<ul style="list-style-type: none"> <li>• <b>1,100,000+ Catalogs Circulated</b></li> <li>• More than 200 PNBA stores offered catalog program</li> <li>• Member stores receive Free Holiday Catalogs</li> <li>• Reimbursements paid to stores for local paper insertion</li> <li>• Store promotion incentives</li> <li>• Store marketing kits w/ posters, bookmarks and your marketing materials (see Marketing &amp; Promo Opps. announcement)</li> <li>• PNBA website features HC and IndieBound ordering links</li> </ul>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Signed contract</td> <td style="width: 30%; text-align: right;">July 10</td> </tr> <tr> <td>Copy &amp; images</td> <td style="text-align: right;">July 10</td> </tr> <tr> <td>Review copies</td> <td style="text-align: right;">ASAP</td> </tr> <tr> <td>Finished books for Fall Show exhibit</td> <td style="text-align: right;">Sept 4</td> </tr> <tr> <td>Promo materials for store marketing kits</td> <td style="text-align: right;">Sept 4</td> </tr> <tr> <td>Payment</td> <td style="text-align: right;">30 days from invoice date</td> </tr> </table>	Signed contract	July 10	Copy & images	July 10	Review copies	ASAP	Finished books for Fall Show exhibit	Sept 4	Promo materials for store marketing kits	Sept 4	Payment	30 days from invoice date	<p>Checks payable to: PNBA Cards accepted: Amer. Express, VISA, MasterCard, Discover. Payment submission form on Ad Rates page at PNBA.org.</p>	
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