



FREE Marketing & Promotion for Holiday Catalog Advertisers!

Send two copies of each catalog title for FREE display and promotion

—Send one copy for production fact-checking and potential media review. We will facilitate media requests throughout our Pacific Northwest member region. Feel free to include press kits.

—Send another copy for display at the PNBA Fall Tradeshow. Catalog books are showcased on the exhibit floor to 600+ tradeshow attendees. Titles must be received by Sept. 4 for the Sept. 10-12, 2009 show in Portland, OR.

Get your marketing materials to participating bookstores for FREE

Each year PNBA puts together a Holiday Catalog Store Promo Kit containing posters and bookmarks that feature the year's theme-art, as well as promotional material for your books. Send 100 items—flyers, bookmarks, postcards, posters—just about anything that fits in the box and helps your Holiday Catalog titles stand out. Deadline to receive your materials in the PNBA office for inclusion in the Promo Kit is Sept. 4.

These are great “extras” to enhance the reach of your Holiday Catalog campaign, so don't forget about them! When a bookseller at the tradeshow can finally put his or her hands on a book previously seen only on a spreadsheet or catalog page, it's amazing what it can do for the enthusiasm level—and the orders. The Promo Kit gives you a chance to send the fun little goodies that bring attention to your book in a sea of holiday inventory, or you can use the opportunity to convince booksellers to order-up, and order direct, your featured catalog titles. Insert a sales flyer offering specials through the sales rep—something they can't refuse. Your commitment might just convince them that your book deserves a stack, not just a slot on the shelf.

Please contact me if you have any questions about a promotional item you'd like to display at the show or send to booksellers. If you can think it up, chances are, we can make it work.

Brian

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