

2009 PNBA Holiday Catalog Bookstore Order Form

Bookstore _____

Contact _____

Shipping Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Catalogs for In-Store Promotion:

Catalog orders to stores
(unless greater than 5,000
copies) are shipped in boxes
and due in stores the
first of November.

Generic, unimprinted order (cartons of 250).

Imprinted in-store copies. (Must be portion of or
in addition to ***8,000 min.** imprinted order, below.)

Imprints:

Back

Front

Use my 2008 back cover imprint, no changes.

Use my 2008 front cover imprint, no changes.

I am sending a new 2009 back cover imprint.

I am sending a new 2009 front cover imprint.

Imprints must fit inside the imprint areas as indicated on the reverse side. Black and white or grayscale tif or jpg formats are due Aug 7. Send electronic imprint files to: **brian@pnba.org**. **Completed contracts to: PNBA, Attn. Brian, 214 E 12th Ave, Eugene, OR 97401-3245. Fax to: 541-683-3910. Phone: 541-683-4363.**

Catalogs for Distribution:

Catalog orders to papers
are shipped on pallets, unless
otherwise arranged.

Imprinted Catalogs to be Shipped to Your Paper
***(8,000 minimum order for free store imprint).**

Newspaper and Insertion Information

Paper or Printer _____ Insert Date _____ Need By _____

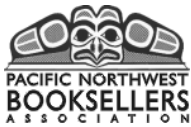
Ad Rep _____ Phone _____ Rate _____

Distribution Facility _____

Address _____ City _____ State _____ Zip _____

Contact _____ Phone _____

Insertion orders will be shipped on pallets to your newspaper at least ten days before insertion. If you have multiple insertions, please copy this form and send a completed form for each insertion. The catalog is 24 pages (12 physical pages), 5 3/8" wide x 10 1/2" high, and will weigh about 1.5 oz. Insertion rates can be negotiable—usually 8¢ or lower.



The PNBA Holiday Catalog Will Sell More Books!

Free Catalogs!

The Holiday Books catalog is a free resource to help you maximize book sales during a crucial time of the year. PNBA subsidizes insertion of the catalog in your local paper, if and when you report seasonal sales of each HC title, Oct 1 through Jan 8.

Free Imprints for Catalog Orders Greater Than 8,000 Copies

Brand your Holiday Books guide with store-specific logos, information, coupons and deals. *Orders of 8,000 or more get free imprints on the back and front covers. All generic, non-store imprinted catalogs will feature the 2008 catalog theme in the imprint area on the cover.

**Procurement of 8,000 imprint minimum without insertion or distribution documentation will result in program ineligibility for the following year.*

Front Cover Imprint Area
1.25" high x 2.25" wide. Send B+W
or grayscale tif or jpg file—store
name and /or logo.

We Pay Up to 50% of Your Distribution Costs

PNBA will reimburse your distribution costs up to 50%, with a cap of 4¢ per catalog. Sales figures for catalog titles must be provided before PNBA will issue your reimbursement. Deadline for reimbursement requests and sales reports is Jan 8, 2010. Detailed information on insertion and reimbursement to be posted on the HC page at PNBA.org.

Promotion and Display Contest

PNBA provides posters, bookmarks and materials from participating publishers for in-store catalog promotion. Designate a gifts section of Holiday Books titles, throw a party, place an ad. PNBA will award cash prizes to the stores that best maximize their opportunities for big sales. Contest details to be posted on the HC page at PNBA.org.

E-Resources

The 24-page color catalog will be available for viewing at pnba.org. Titles lists will be posted on websites of major distributors. Some digital catalog art will be available to stores for use on websites and customized promotions. Contact brian@pnba.org.

Fall Tradeshow Holiday Books Showcase

Stop by the booth to preview featured titles and share marketing ideas.

HC Dates to Remember

- Aug 7 Catalog orders and imprints due
- Sept 1 Title list sent to stores (target date)
- Sept 10-12 Fall Show, Portland
- Oct 1 Display kits sent to stores (target date)
- Nov 1 Holiday Books catalog due in stores (target date)
- Jan 8 Sales, Reimburse. Claims, Promo Contest entries due

Back Cover Imprint Area

This 2" x 9.25" box is for your Holiday Catalog back cover imprint. You can use your 2008 imprint if you do not need any changes. All changes should be made prior to submitting imprint to PNBA. If you use a coupon in an imprint area, be sure to update the expiration date.

You can design the imprint horizontally or vertically. If you are looking at the back cover of the Holiday Catalog, the spine of the catalog is to the right.

Please do not use the word "catalog" in your imprint or coupon designs, as it may cause distribution problems. "Holiday Books guide" is a good alternative.

Send black & white or grayscale tif or jpg files, with a resolution of at least 300dpi, to Brian by Aug 7. Do not send Publisher program files or native documents created in a specific software program.

If you have questions, please call before sending your files.

Brian Juenemann
PNBA Marketing Director
541-683-4363
brian@pnba.org