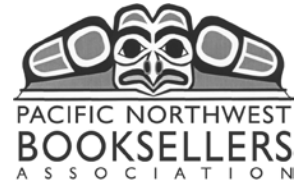


2010 PNBA *Holiday Books* Catalog: Publisher Contract



Sales & Production Contact

Brian Juenemann
 PNBA Marketing Director
 *NEW: 388 W. 11th Ave #108
 Eugene, OR 97401
 T: 541-683-4363
 F: 541-683-3910
 brian@pnba.org
 www.pnba.org

Publisher _____ PNW Sales Rep _____

Account Contact _____ Job Title _____

Authorizing Signature _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Production Contact _____ Email _____ Phone _____

**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 for Kids/YA)	Author, Illustrator	EAN (no dashes)	Bk Price	Ad Type (back)	Rate (back)

Contracts, images and copy due July 16. Show display books and materials for store Promo Kits due Sept 10.
 -Email copy (We edit if word count exceeded) to *brian@pnba.org*, or attach to contract. See copy specs on flip-side.
 -Email jacket images to: *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 and tradeshow display.

2010 PNBA *Holiday Books* Catalog

Rates, Deadlines & Details

Ads & Rates		Materials	Contract Terms																		
<ul style="list-style-type: none"> • Front Cover \$3,500 *Regional \$3,000 includes supporting feature on NWBookLovers.com and skyscraper or insertion banner ad in Nov. or Dec. <i>Footnotes</i> e-newsletter • Regular Interior \$2,200 *Regional \$1,600 • Double Feature \$3,300 *Regional \$2,600 2 titles, 2 images, shaded box—titles must share author, series or theme • Custom Spots add extra copy or art, feature a series, add author bio, awards, supporting website, etc.; sidelines also considered (contact Brian) • Back Cover full cover feature or individual spot options (contact Brian) <p>* To qualify for the Regional Rate, 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>Book Cover Art Email full-size, print-res. image (tif, jpg, eps, pdf) or mail CD.</p> <p>Copy Email 25 words for regular interiors and 50 words for cover spots and double features. Custom spots to be determined. We will edit for clarity and word count.</p> <p>Email: brian@pnba.org</p>	<p>All titles submitted must be available to ship no later than November 1, 2010.</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 27, 2010.</p> <p>Payment for contracted space to be made 30 days from invoice. A finance charge of 1% (12% annual) per month may 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"> • 1,000,000+ Catalogs Circulated • Member stores receive Free <i>Holiday Books</i> catalogs • Reimbursements paid to stores for local paper insertion • Store marketing kits with posters, bookmarks and your promotional extras (see contract announcement or website) • <i>Holiday Books</i> guide and IndieBound ordering links on PNBA store sites and NWBookLovers.com • Select Northwest titles to be featured on NWBookLovers.com 	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Signed contract</td> <td style="width: 30%; text-align: center;">July 16</td> <td></td> </tr> <tr> <td>Copy & images</td> <td style="text-align: center;">July 16</td> <td></td> </tr> <tr> <td>Review copies</td> <td style="text-align: center;">ASAP</td> <td></td> </tr> <tr> <td>Finished books for Fall Show exhibit</td> <td style="text-align: center;">Sept 10</td> <td></td> </tr> <tr> <td>Promo materials for store marketing kits</td> <td style="text-align: center;">Sept 10</td> <td></td> </tr> <tr> <td>Payment</td> <td style="text-align: center;">due 30 days from invoice</td> <td></td> </tr> </table>	Signed contract	July 16		Copy & images	July 16		Review copies	ASAP		Finished books for Fall Show exhibit	Sept 10		Promo materials for store marketing kits	Sept 10		Payment	due 30 days from invoice		<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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