

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 2009 back cover imprint, no changes.

 Use my 2009 front cover imprint, no changes.

 I am sending a new 2010 back cover imprint.

 I am sending a new 2010 front cover imprint.

Imprints must fit inside the imprint areas as indicated on the reverse side. Black and white or grayscale tif, jpg or pdf files are due Aug 6. **Send imprint files to: [brian@pnba.org](mailto:brian@pnba.org). Completed contracts to: PNBA, Attn. Brian, 338 W 11th Ave. #108, Eugene, OR 97401-3062. 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 \_\_\_\_\_

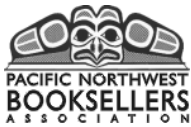
Ad Rep \_\_\_\_\_ Phone \_\_\_\_\_ Rate \_\_\_\_\_

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 1.3 oz. Insertion rates can be negotiable—usually 8¢ or lower.



# PNBA's *Holiday Books Guide* Helps You Sell Books!

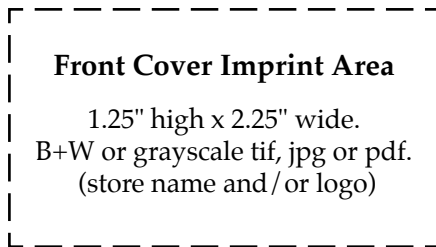
## Free Catalogs!

The Holiday Books catalog is a free resource to help you maximize book sales during a critical time of the year. PNBA subsidizes insertion of the catalog in your local paper, if and when you report seasonal sales of each featured title, Oct 1 through Jan 7.

## 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.

*\*Failure to provide insertion or distribution documentation will result in program ineligibility for the following year.*



## We Pay Up to 50% of Your Distribution Costs

PNBA will reimburse your distribution costs up to 50%, with a cap of 3¢ 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 12, 2011. Detailed information on insertion and reimbursement will be posted at PNBA.org.

## Promotion and Display Materials

PNBA provides custom posters and bookmarks designed with the year's catalog theme as well as materials from participating publishers for in-store catalog promotion.

## E-Resources

The 24-page catalog will be available to post on store websites and to view at pnba.org. Title lists will be posted on the websites of major distributors for easy package ordering. 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.

## Dates to Remember

Aug 6	Catalog orders and imprints due
Sept 1	Title list sent to stores (target date)
Oct 7-9	Fall Show, Portland
Oct 11	Display kits sent to stores (target date)
Nov 1	Holiday Books catalog due in stores (target date)
Jan 12	Sales Reports and Reimbursement Claims due

## Back Cover Imprint Area

This 2" x 9.25" box is for your holiday catalog back cover imprint. You can use your 2009 imprint if you require no changes. Any 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.

**Changes made by PNBA will result in a fee that will be deducted from your reimbursement credit: Date changes, \$25. Rebuilds to achieve print quality, \$50**

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, jpg or pdf files, with a resolution of at least 300dpi, to Brian by Aug 6. 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