

# 2011 PNBA *Holiday Books Guide* — Publisher Contract/Advertising Order Form

Sales/Production Contact: **BRIAN JUENEMANN**, PNBA Marketing Director | 338 W. 11th Ave #108, Eugene, OR 97401  
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PUBLISHER

PNW SALES REP

PUBLISHER ACCOUNT CONTACT/TITLE

EMAIL

PHONE

PUBLISHER PRODUCTION CONTACT/TITLE

EMAIL

PHONE

**CONTRACT, COPY AND JACKET IMAGES ARE DUE JULY 20.**

Show display books and materials for store promotional kits are due **SEPTEMBER 14.**

**AS SOON AS POSSIBLE, send two copies of each book for production fact-checking and tradeshow display.**

Email materials to [brian@pnba.org](mailto:brian@pnba.org) or mail a CD. See Copy/Jacket specifications on other side.

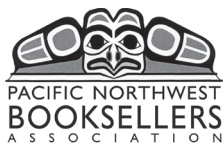
<b>IMPRINT</b> <small>Exact Publisher Credit</small>	<b>TITLE</b>	<small>+ Age Range Kids/YA</small>	<b>AUTHOR/ ILLUSTRATOR</b>	<b>EAN</b> <small>No Dashes Please</small>	<b>BOOK PRICE</b>	<small>*AD FORMAT</small>	<small>*AD RATE Specify Regular or Regional</small>

**USE MULTIPLE LINES OR AN ADDITIONAL SHEET IF NEEDED.**

**\*PLEASE SEE OTHER SIDE FOR AD FORMATS AND RATES.**

PUBLISHER AUTHORIZING SIGNATURE/TITLE

DATE



# 2011 PNBA *Holiday Books Guide* — Rates, Deadlines and Details

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## ADVERTISING FORMATS AND RATES

AD FORMAT	REGULAR RATE	REGIONAL RATE*
FRONT COVER (FC) <i>includes supporting feature on NWBookLovers.com and skyscraper or insertion banner ad in November or December Footnotes e-newsletter</i>	\$3,500	\$2,900
REGULAR INTERIOR (RI)	\$2,200	\$1,600
DOUBLE FEATURE (DF) <i>two titles, two images, shaded box—titles must share author, series or theme</i>	\$3,300	\$2,600
CUSTOM SPOTS (CS) <i>add extra copy or art, feature a series, add author bio, awards, supporting website, etc. sidelines also considered (contact Brian)</i>	Contact Brian for pricing	Contact Brian for pricing
BACK COVER (BC) <i>back cover feature or individual spot options (contact Brian)</i>	Contact Brian for pricing	Contact Brian for pricing

\* Contact Brian to qualify for Regional Rates—this rate is extended to independent publishers in PNBA's member region: Alaska, Idaho, Montana, Oregon, Washington and British Columbia.

## MATERIALS SPECS

### COPY

Email or attach to this form 25 words for Regular Interiors, and 50 words for Cover Spots and Double Features. PNBA will edit your submission for clarity and word count.

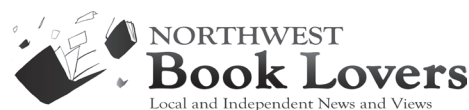
### JACKET

Email full-size print-resolution quality image files in .tif, .jpg, .eps, or .pdf formats ONLY, or submit on CD by mail. We do NOT accept .bmp, .png, .gif, .doc or .pub formats.

Email Copy and Jackets to:  
[brian@pnba.org](mailto:brian@pnba.org)

## DEADLINES/PAYMENT

Review Copies	<b>ASAP</b>
Signed Contract	<b>July 20</b>
Copy/Jackets	<b>July 20</b>
Finished Books for Fall Show Exhibit	<b>September 14</b>
Promotional Materials for Store Marketing Kits	<b>September 14</b>
Payment	<b>30 days from invoice date</b>
<i>Make checks payable to: PNBA</i>	
<i>Credit Cards accepted: American Express, VISA, MasterCard, Discover.</i>	
Download a payment submission form from Ad Rates page at <a href="http://pnba.org">pnba.org</a>	



## Boost your *Holiday Books* feature with a supporting ad on NWBookLovers.org!

With any advertising order, receive a one week Skyscraper on NWBL for just \$100

160 pixels wide x 600 pixels high

Submit your .jpg or .gif ad file to [brian@pnba.org](mailto:brian@pnba.org)

## PROMOTION FACTS

- 1,000,000+ *Holiday Books* promotional guides are circulated
- Member stores receive free *Holiday Books* guides
- Reimbursements paid to stores for local newspaper insertion
- Store marketing kits with posters, bookmarks and your promotional extras (see contract announcement letter or [pnba.org](http://pnba.org))
- *Holiday Books* guide with IndieBound ordering links on PNBA store sites, [pnba.org](http://pnba.org) and [NWBookLovers.org](http://NWBookLovers.org)
- Select Northwest titles to be featured on [NWBookLovers.org](http://NWBookLovers.org)

## CONTRACT TERMS

All titles submitted must be available to ship *no later than* November 1, 2011.

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 September 1, 2011.

Payment for contracted space is due 30 days from invoice date. A finance charge of 1% (12% annual) per month may be charged on balances past due.

Purchase of advertising space in the PNBA *Holiday Books* 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 Books* due to strikes, work stoppages, accidents, fire, acts of God or any other circumstance not within PNBA control.

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.

PNBA reserves the right to reject any proposed title.