



# Bonus Marketing & Promotion for *Holiday Books* Catalog Advertisers!

## Boost your featured titles with a supporting ad on NW Book Lovers

With any *Holiday Books* advertising order receive a one week, same title skyscraper on the region's most passionate indie literary lifestyle blog, NWBookLovers.org, for just \$100!

## Send two copies of each catalog title for essential display and promotion

Send one copy for production fact-checking and potential media review. We will facilitate media requests in our Pacific Northwest member region. Send a second 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. 14 for the Oct. 13, 14, 15, 2011 show in Portland, OR.

## Get your marketing materials into participating PNBA bookstores

Each year PNBA puts together a *Holiday Books* 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 catalog titles stand out. Deadline to receive your materials in the PNBA office for inclusion in the Promo Kit is Sept. 14. It's FREE!

These are great “extras” to enhance the reach of your PNBA *Holiday Books* campaign, so don't forget about them! 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. You can also use this opportunity to convince booksellers to order-up, and order direct. Insert a sales flyer offering a can't-miss deal on orders through the sales rep. Your gesture might just convince them of your book's stackability for the holiday season and, hopefully, beyond. And when a bookseller at the tradeshow can finally put his or her hands on your book, previously seen only on a spreadsheet or catalog page, it's amazing what happens to the enthusiasm level—and the orders. Then there's NWBookLovers, which simply shows off your books to the most dedicated indie bookstore customers in the NW—and beyond.

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'll find a way to make it work.

*Brian*

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