

Bookseller Order Form *Leafing Out: PNBA Spring Catalog 2009*

Bookstore _____

Contact _____

Shipping Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Ship to my store: Quantity

(Catalog orders to stores are shipped in boxes and due approx. March 20) _____ Generic, unimprinted order (bundles of 250).
_____ Imprinted (bundles of 250). Must be portion of or in addition to *5,000 min. imprinted order (below).

Imprint:

Leafing Out allows for a single store imprint on the back page. The workable space is 2.25" x 10", and may be formatted vertically or horizontally. Sample space and details on reverse.

Sending a completed imprint. Use my 2008 imprint Please build imprint for a charge of \$50

Imprints must fit inside the imprint area as indicated on the reverse side. Black and white or grayscale tif, jpg or pdf formats are due Feb 11. Send electronic imprint files to: **brian@pnba.org**. **Mail completed contracts to: PNBA, Attn. Brian, 214 E 12th Ave, Eugene, OR 97401-3245. Phone: 541-683-4363, Fax: 541-683-3910.**

Imprinted catalogs: Quantity

(Catalog orders to papers are shipped on pallets.) _____ *5,000 minimum, 25,000 maximum
(Please contact Brian for exceptions.)

Newspaper and insertion information:

Paper or Printer _____ Insert Date _____ Need By _____

Ad Contact _____ Phone _____ Rate _____

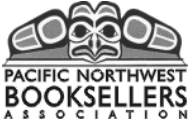
Distribution Facility _____

Address _____ City _____ State _____ Zip _____

Contact _____ Phone _____

*If you have multiple insertions, please copy this form and send a completed form for each.

The insert is a single 16" x 22.625" sheet, quarter folded to 8" x 11.375", and weighs about .4 oz. Insertion rates are negotiable—usually 6¢ or lower for this piece. You may be eligible for special pricing if you advertise multiple times annually with your paper.



Invite Them In by *Leafing Out!*

Free Spring Catalogs

Leafing Out is PNBA's Spring Catalog promotion. PNBA creates, prints and distributes the catalog to member stores and their local newspapers. PNBA then subsidizes insertion or direct mailing costs when seasonal sales for all catalog titles, March 10 through July 1, are reported to this office by July 1.

Free Imprints For Catalog Orders Over 5,000

Brand your spring catalogs with store-specific logos, information, coupons and specials. Orders of 5,000 or more get free imprints on the back cover. Orders of fewer than 5,000 will receive the generic version, with space for stamps or labels.

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 July 1, 2009. Detailed information on insertion and reimbursement will be provided on the PNBA website.

Promotion and Display Contest

Designate a recommended gifts section for *Leafing Out* titles, host an event, have a sale or place a supporting ad. PNBA will award prizes to the stores that best maximize their opportunities for sales. Contest details to come.

Online

The entire 8-page color insert will be available to view and link on the *Leafing Out* page at pnba.org. Bookstore contract, title list, promotion and display contest, and reimbursement instructions will also be available to view and download on the page. In mid-June an Excel spreadsheet will be available for reporting your sales. To obtain the sales sheet contact brian@pnba.org.

Dates to Remember

Feb 11	Catalog orders and imprints due
Mar 1	Title list sent to stores (target date)
Mar 20	<i>Leafing Out</i> due in stores (target date)
July 1	Sales, Reimbursement Requests, Promotion and Display Contest entries due

Back Cover Imprint Area

This 2.25" x 10.0" box is for your back cover imprint. You can modify a Holiday Catalog imprint or build a new one. PNBA will design an imprint for you for a fee of \$50. The fee may be billed or taken out of your insertion reimbursement. You must provide all digital images and text details.

Imprints may be designed horizontally or vertically. If you are looking at the back cover of the catalog, the spine is to the right.

Send black & white or grayscale tif or jpg files, with a resolution of at least 300dpi, to Brian by Feb 11. 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
214 E 12th Avenue
Eugene, OR 97401-3245
541-683-4363
brian@pnba.org