

Early 2013 Ad Report  
from Brian Juenemann, Marketing Dir.

January was as dead as ever for ad orders while everyone recuperated from the holidays and planned for 2013. However, February has been a different story.

In fact, I've been setting up so many pieces, both solicited and unsolicited, that it has slowed down a slight reworking of the Ad Rates sheet and wrapping up sponsorship packages for the year.

**Invoiced through Feb. 26:**

Penguin Books, *Royal Wulff Murders*, NWBL banner  
Gotham Penguin, *Pike Place Fish Guys*, Title Wave Package (Footnotes, Bookseller Blast, NWBL)  
Harper, *The Orchardist* pb, Title Wave Package (Footnotes, Bookseller Blast, NWBL)  
U of Alaska, *Born to Run*, Footnotes/NWBL

**Scheduled:**

Gotham/Penguin, *The World's Strongest Librarian*, Mar/Apr Footnotes, May NWBL

**In the works:**

Algonquin, *What My Mother Gave Me*, Mother's Day on NWBL  
S & S, *She Matters*, Mother's Day on NWBL  
Tyrus Books/F&W, *Graphic the Valley*, multi-piece package, pre and post publication

**Inquiries:**

Hachette asking about particulars of a Title Wave Package, 02/25

**Sponsorship Packages:**

HarperCollins is committed with a package that supports NWBL, Footnotes, Bookseller Blast and the Tradeshow.

PartnersWest is reducing their sponsorship by roughly 25% and will relinquish sponsorship of the Feast of Authors as part of the cutback. I have made a proposal to PGW to pick up the event, hoping they may want to get back into the kind of support they provided before bankruptcy and merger.

Ingram has experienced turnover for, I think, the third time in four years in the area of Brand Marketing and Sponsorships. In fact, the title of the individual who has overseen the sponsorship has been different each time. I think it gets passed around, and I am currently waiting for a response from the new contacts. I am hoping not to have to revise the package, as it is time consuming.

**On the Docket:**

As mentioned in my intro, I have begun to make adjustments to our Ad Rates sheet, primarily in the advertised packages, so that they better reflect the combination of items being compiled in the customized sponsor packages.

NWBL finally seems to be nesting into the brains of marketing planners, and I will produce offers for discounted advertising on multiple-ad orders (6, 12) designed to be utilized over the course of many months.

**The Rest:**

Larry and his wife, Karen, have helped to log all of the holiday catalog sales reports so that the data is available to reference when I begin making proposals to pubs after viewing fall catalogs, which are dropping regularly.

I have been producing Face Outs and Reprints and editing One Nightstands and some features for NWBL at the rate of 3-4 per week. That number will diminish as I enter the catalog cycle.