



2015 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 15.

AS SOON AS POSSIBLE, please send two copies of each book for production fact-checking and trade show display.

(Trade show display copies for the Holiday Catalog Showcase booth must be received by SEPTEMBER 23.)

Email materials to brian@pnba.org or mail a CD. See Copy/Jacket specifications on other side.

IMPRINT Exact Publisher Credit	TITLE	+ Age Range Kids/YA	AUTHOR/ ILLUSTRATOR	EAN No Dashes Please	BOOK PRICE	*AD FORMAT	*AD RATE

USE MULTIPLE LINES OR AN ADDITIONAL SHEET IF NEEDED.

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

PUBLISHER AUTHORIZING SIGNATURE/TITLE

DATE



2015 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 October or November 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>multi-title 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 submissions 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

DEADLINES/PAYMENT

Review Copies	ASAP
Signed Contract	July 15
Copy/Jackets	July 15
Finished Books for Fall Show Exhibit	September 23
Payment	30 days from invoice date
<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 pnba.org	

• nwbooklovers.org •

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 \$75

160 pixels wide x 600 pixels high
Submit your .jpg or .gif ad file to brian@pnba.org

PROMOTION FACTS

- Nearly one million *Holiday Books* guides circulated by PNBA member stores
- 90% of guides are store imprinted and distributed in local publications
- *Holiday Books* guide with ordering links on store sites, pnba.org and NWBookLovers.org
- Digital and display materials provided to stores
- Select NW titles to be featured on NWBookLovers.org

CONTRACT TERMS

All titles submitted must be available to ship *no later than* November 1, 2015.

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 17, 2015.**

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.