

# 2015 PNBA Holiday Books guide:

# Bookstore Order Form

Bookstore \_\_\_\_\_

Contact \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Catalogs for In-Store Promotion:

Catalog orders to stores  
(unless greater than 5,000  
copies) are shipped in boxes  
and due in stores the  
first of November.

Generic, unimprinted order (cartons of 250).

Imprinted in-store copies. (Must be portion of or  
in addition to **\*6,000 minimum** imprinted order.)

## Imprints:

### Back

### Front

Use my 2014 back cover imprint, no changes.

Use my 2014 front cover imprint, no changes.

I am sending a new 2014 back cover imprint.

I am sending a new 2015 front cover imprint.

Imprints must fit inside the imprint areas as indicated on the reverse side. Black and white or grayscale tif, jpg, pdf or eps files are due Aug 19. **Send imprint files to: [brian@pnba.org](mailto:brian@pnba.org). Completed contracts to: PNBA, Attn. Brian, 338 W 11th Ave. #108, Eugene, OR 97401. Fax: 541-683-3910. Phone: 541-683-4363.**

## Catalogs for Distribution:

Catalog orders to papers  
are shipped on pallets, unless  
otherwise arranged.

Imprinted Catalogs to be Shipped to Your Paper  
**\*(6,000 minimum order for free store imprint).**

## Newspaper and Insertion Information

Paper or Printer \_\_\_\_\_ Insert Date \_\_\_\_\_ Need By \_\_\_\_\_

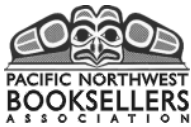
Ad Rep \_\_\_\_\_ Phone \_\_\_\_\_ Rate \_\_\_\_\_

Distribution Facility \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Warehouse Contact \_\_\_\_\_ Phone \_\_\_\_\_

Insertion orders will be shipped on pallets to your newspaper at least ten days before insertion. If you have multiple insertions, please copy this form and send a completed form for each insertion. The catalog is 24 pages (12 physical pages), 5 3/8" wide x 10 1/2" high, and will weigh about 1.3 oz. Insertion rates are negotiable and are about 6¢ - 8¢ per piece, on average.



# PNBA's *Holiday Books Guide* Helps You Sell Books!

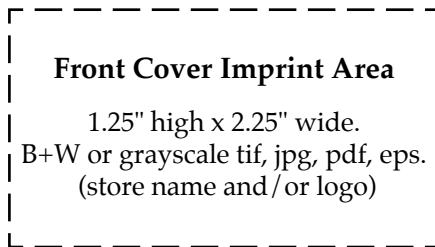
## Ready-Made Campaign

The Holiday Books catalog is produced by PNBA to help you maximize sales during the critical holiday season. \*PNBA will even subsidize insertion of the catalog in your local paper when you report seasonal sales, Oct 1 through Jan 8, for all featured titles. The only PNBA fee is a small imprint charge for customizing your store-specific catalogs.

## Front and Back Imprints for Catalog Orders of 6,000 or Greater

Brand your Holiday Books guide with store-specific logos, information, coupons and deals. A \$50 fee will be deducted from PNBA's reimbursement payment at program's end. Size and specs listed below and right.

*\*Failure to provide insertion or distribution documentation will result in program ineligibility for the following year.*



## We Pay a Portion 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 Jan 8, 2016. Detailed information on insertion and reimbursement will be posted at PNBA.org.

## Promotion and Display Materials

PNBA provides custom posters designed with the year's catalog theme as well as a downloadable bookmark for flagging catalog titles.

## E-Resources

The 24-page catalog will be available to post on store websites and to view via pnba.org and NorthwestBookLovers.org. Title lists will be posted on the websites of major distributors for easy package ordering. Banner and skyscraper ads will be available for use on store websites. Contact brian@pnba.org.

## Fall Tradeshow Holiday Books Showcase

Stop by the booth to preview featured titles and share marketing ideas.

## Dates to Remember

Aug 19	Catalog orders and imprints due
Sept 1	Title list sent to stores (target date)
Oct 2 - 4	Fall Show, Airport Holiday Inn, Portland
Oct 15	Display poster sent to stores (target date)
Nov 1	Holiday Books catalog due in stores (target date)
Jan 8	Sales Reports and Reimbursement Claims due

## Back Cover Imprint Area

This 2" x 9.25" box is for your holiday catalog back cover imprint. You can use your 2014 imprint if you require no changes. Any changes should be made prior to submitting imprint to PNBA. If you use a coupon in an imprint area, be sure to update the expiration date.

**Updates or edits made by PNBA will result in an additional \$25 fee to be deducted from your reimbursement credit.**

PNBA will build new print quality imprints for \$50 each, upon request.

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

**Please do not use the word "catalog" in your imprint or coupon designs, as it may cause USPS distribution problems. "Holiday Books guide" is a good alternative.**

Send black & white or grayscale tif, jpg or pdf files, with a resolution of at least 300ppi, to Brian by Aug 19. Do not send Publisher program files or Word documents.

If you have questions, please call before sending your files.

Brian Juenemann  
PNBA Marketing Director  
541-683-4363