



2017 PNBA Holiday Books Guide — Publisher Contract/Advertising Order Form

Sales/Production Contact: **BRIAN JUENEMANN**, Executive Director | 338 W. 11th Ave #108, Eugene, OR 97401
 T: 541-683-4363 F: 541-683-3910 | brian@pnba.org | pnba.org | nwbooklovers.org

 PUBLISHER

 PNW SALES REP

 PUBLISHER ACCOUNT CONTACT/TITLE

 EMAIL

 PHONE

 PUBLISHER PRODUCTION CONTACT/TITLE

 EMAIL

 PHONE

CONTRACT, COPY AND JACKET IMAGES ARE DUE JULY 19.
 AS SOON AS POSSIBLE, please send two copies of each book for production fact-checking and tradeshow display.
 (Tradeshow display copies for the Holiday Catalog Showcase booth must be received by SEPTEMBER 29.)
 Email materials or link to brian@pnba.org. See Copy/Jacket specifications on other side.

IMPRINT Exact Publisher Credit	TITLE	Age Range (Kids/YA)	AUTHOR/ ILLUSTRATOR	13-Digit 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



2017 PNBA Holiday Books Guide — Rates, Deadlines and Details

Sales/Production Contact: BRIAN JUENEMANN, Executive Director | 338 W. 11th Ave #108, Eugene, OR 97401
T: 541-683-4363 F: 541-683-3910 | brian@pnba.org | pnba.org | nwbooklovers.org

ADVERTISING FORMATS AND RATES

AD FORMAT	REGULAR RATE	REGIONAL RATE*
FRONT COVER (FC) <i>Featured on all print and digital versions of catalog as well as campaign marketing materials. Also includes 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) Contact Brian for pricing Contact Brian for pricing
Perfect for multi-title feature. Indiv. spot options if no feature booked (contact Brian)

* Contact Brian to qualify for Regional Rate—this rate is generally extended to independent publishers in PNBA's member region: Alaska, Idaho, Montana, Oregon, Washington and BC.

MATERIALS SPECS

COPY
Email 25 words for Regular Interiors, and 50 words for Cover Spots and Double Features. PNBA will edit submissions for clarity and word count.

COVER
Email full-size print-resolution quality image files in .tif, .jpg, .eps, or .pdf formats ONLY, or supply link. NO .bmp, .png, .gif, .doc or .pub formats accepted.

Email Copy and Jackets to:
brian@pnba.org

DEADLINES/PAYMENT

Review Copies **ASAP**
Signed Contract **July 19**
Copy/Jackets **July 19**
Finished Books for Fall Show Exhibit **September 29**
Payment **30 days from e-invoice**
Make checks payable to: PNBA
Credit Cards accepted: American Express, VISA, MasterCard, Discover
Card payments via invoice link or download payment submission form from Ad Rates page at pnba.org

CONTRACT TERMS

All titles submitted must be available to ship *no later than* November 1, 2017.

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 guaranteed after September 15, 2017.**

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* guide 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 outside of PNBA control.

PNBA and its production agencies shall not be liable for 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.

• 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