



2018 PNBA Holiday Books Guide — Publisher Contract/Advertising Order Form

Sales/Production Contact: **Brian Juenemann, Executive Director/Marketing** | 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 (for promotional coordination)

PUBLISHER ACCOUNT CONTACT/TITLE

EMAIL

PHONE

PUBLISHER PRODUCTION CONTACT/TITLE

EMAIL

PHONE

CONTRACT, COPY AND JACKET IMAGES ARE DUE JULY 20.

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 21.**)

Email materials or link to brian@pnba.org. See Copy/Jacket specifications on page 2.

IMPRINT Exact Publisher Credit for Print	TITLE	AGES (for Kids, MR, YA)	AUTHOR/ ILLUSTRATOR	13-Digit No Dashes Please	BOOK PRICE	*AD FORMAT	*AD RATE

Use multiple lines or additional sheet when needed. Details may be sent in corresponding email. *SEE OTHER SIDE FOR AD FORMATS AND RATES.

PUBLISHER AUTHORIZING SIGNATURE/TITLE

DATE



2018 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>Featured on print and e-versions of catalog as well as campaign marketing materials. Also includes four week run NWBookLovers skyscraper ad and Bookseller Blast e-flyer.</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, imprint logo, supporting website, related sideline, etc.</i>	Contact Brian	Contact Brian
BACK COVER (BC) <i>Perfect for multi-title features (single title options if no custom feature is booked).</i>	\$4,500 - \$5,000	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 may edit submissions for clarity and word count.

COVER
Email full-size, print-quality image files in tif, jpg, eps, or pdf format or supply download link. No bmp, png, gif, doc or pub formats, please.
Copy and covers to: brian@pnba.org

DEADLINES/PAYMENT

Review Copies **ASAP**
Signed Contract **July 20**
Copy/Jackets **July 20**
Finished Books for Fall Show Exhibit **September 21**
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 payment submission form available on Ad Rates page at pnba.org

• nwbooklovers.org •

Boost your Holiday Books with a supporting ad on NWBookLovers

With any catalog ad order, receive a half-price one week Skyscraper on NWBL, 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
- 99% of guides are store imprinted and distributed in local publications
- *Holiday Books* e-version on store sites, pnba.org and nwbooklovers.org. IndieCommerce compatible version available to ABA IndieCommerce stores.
- 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, 2018.

Please notify PNBA ASAP if your title's publication is canceled or delayed. We will allow the substitution of another title if the production schedule permits. **No changes can be guaranteed after September 14, 2018.**

Payment for contracted space is due 30 days from invoice date.

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 any collection costs and/or legal 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.