



Promotions to Booksellers through the New Atlantic Independent Booksellers Association

The NAIBA region is comprised of booksellers in NY, NJ, PA, DE, MD, DC, northern VA and WV

○ Fall Conference (September 19-21, 2014, Hyatt Regency Crystal City, Arlington, VA)

Single Tables \$550

Sponsorship packages: include sponsorship of bookseller attendance & advertising vehicles (listed below) and other benefits. Value range from \$1,000 to \$4,000.

Contact Eileen Dengler at NAIBA for details, or visit our website, www.naiba.com.

○ Online NAIBAhood News

Published online weekly

Circulation: 2750 booksellers/publishers & growing

Sidebar (140pWx 500-560pH) \$125

Top Banner (600pW x 125 – 150pH) \$150

Bottom Banner (440pWx125-230pH) \$125

Dedicated issue emailed to booksellers \$225

Artwork must be sent as JPEG, GIF or PNG file. Recommended file size: less than 350KB.

○ Fall Conference Directory

Published in July for September Conference

Artwork (b/w) due August 8

Circulation: 500 booksellers/publishers

Full page (7.5" w x 10") \$525

½ page (7.5 W x 4.75H) \$350

¼ page (3 ½" x 4 ¾" vertical) \$225

○ Website Banner Ads

Placement: \$200 for two weeks.

JPG artwork: width: 400 pixels; height: 125 pixels

Contact Eileen Dengler at NAIBA if you would like to have a banner ad on all nine regional Bookseller Association websites (\$1,000 per week for all nine associations.)

○ NAIBA Holiday Catalog

Published in October for November distribution. Sales & Marketing in conjunction with NEIBA & GLiBA

Circulation: 1.6million copies through independent bookstores to consumers

Ad rates: \$1500 - \$3000 for full color images and text

Contact: Suzanne Shoger at suzanneshoger@gmail.com or 216-536-7193

○ NAIBA Spring Gatherings

NAIBA hosts up to 8 spring meetings throughout the region, hosted by stores, with attendance of 20-30 booksellers.

These are ideal events to promote a regional author. The author would be given time to speak about themselves and the book. Sponsorship is the cost of the lunch that is part of each event.

○ NAIBA Membership Mailing Lists

NAIBA members only (160 contacts) \$150

Regional Bookstores (680 contacts) \$250

One-time use only. Available in label format only.

**NAIBA Publisher Members may receive one electronic excel spreadsheet three uses for \$250.

○ NAIBA Galley Promotion

Insertion in online newsletter \$100

○ Author Webpage on NAIBA Website

Designed to connect booksellers to regional authors for store visits

Includes free e-newsletter article about author/book with link to the author webpage, social media, etc.

\$100

○ NAIBA Winter Institute Dinners

NAIBA hosts dinners at Winter Institute for our members. Publishers are welcome to host the dinners to introduce an author or promote the publishers program. Sponsorship cost varies.

To place an advertisement contact: Eileen Dengler at 516-333-0681 or readingent@aol.com.

Payment will be expected with order.

Make checks payable to NAIBA and mail to the address below or provide the credit card payment and forward to NAIBA.

Credit Card: ___AmEx ___MC ___VISA

Card No. _____

Expiration _____ CVV _____ Billing Zip Code _____