



NAIBA
New Atlantic Independent
Booksellers Association

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

○ **Online NAIBAhood News**

Published online and emailed weekly

Circulation: 3000 booksellers/publishers & growing

[Top Banner](#): (600W x 125-150H) \$250

[Sidebar](#): (140W x 500-560H) \$225

[Bottom Banner](#): (440W x 125-230H) \$200

[NAIBAhood Newsletter Article](#) (<250 word count) about author/book/galley with link to the author or publisher webpage: \$250

[eBlast](#): dedicated issue emailed to booksellers (800 x 600 pixels wide or less) \$275

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

Contact Kit Little (naibabooksellers@gmail.com) *with any questions or to schedule an eBlast.*

○ **[Nor'easter Advertising Program](#)**

The New Atlantic Independent Booksellers Association (NAIBA) and New England Independent Booksellers Association (NEIBA) have a joint advertising program that will target the entire northeast independent booksellers' market. The Nor'easter Advertising Program will enable publishers to reach bookstores through newsletters and websites, from Maine to Virginia. The program was designed in response to publisher's continued search for new, and cost effective, ways to introduce their books and authors to bookstores and their customers. Publishers will be able to enhance their ads with embedded links to author websites, or in-house promotional materials. \$400

○ **Website Banner Ads**

[NAIBA.com Banner](#)

Placement: \$200 for one week

JPG artwork: 440wx125h

Banners size: 440x125 (horizontal)

Format: .jpg or .gif

Deadline: 5 days before run date.

[8 Region Banner Program](#): A banner campaign that places ads on the website of each of the eight regional booksellers trade associations (SIBA, MBA, GLiBA, NEIBA, NAIBA, PNBA, NCBA, MPBA). Get instant national industry exposure. Banner placement is exclusive, and banners simultaneously run on the home page of each of the websites for one week. Placement: \$1000

Both formats are required: Horizontal (440x125) & Vertical (125x440)

Formats: jpg, gif

Size: 250K maximum. The smaller, the better.

Deadlines: 5 days before run date. Banners from Tuesday to Monday, in order to take advantage of publisher book release schedules.

Contact Kit Little (naibabooksellers@gmail.com) *with any questions or to reserve a banner ad.*

○ **Social Media Ads**

[Facebook](#)

Circulation: 835+ booksellers, publishers & industry personnel

Shared image & link (377 x 197 px) \$150

Cover photo for two weeks (851 x 315 px) \$200

Shared image w/ link & cover photo combo: \$300

[Twitter](#)

Circulation: 2000+ booksellers, publishers & industry personnel

Tweet ad w/ link (440 x 200 px) \$175

(May not exceed 117 characters, if tweet contains photo)

Cover photo for two weeks (1500 x 500 px) \$200

Ad & cover photo combo: \$325

Contact Kit Little (naibabooksellers@gmail.com) *with any questions or to schedule social media ads.*

○ COMBOS

Make your advertising dollars go farther with our discounted advertising combos!

[eBlast/Facebook](#) Combo: \$400

[eBlast/Website Banner](#) Combo: \$450

[eBlast/Facebook/Website](#) Banner Combo: \$600

[Facebook/Website Banner](#) Combo: \$375

Contact Kit Little (naibabooksellers@gmail.com) with any questions or to schedule combo ads.

○ Fall Conference (Friday - Sunday, October 6-8, 2017 at the Crowne Plaza in Cherry Hill, NJ)

Single Tables \$550

Sponsorship packages: includes table space, advertising, staff benefits, sponsorship of bookseller attendance and other benefits. Value ranges from \$1,000 to \$4,000.

Contact Eileen Dengler (NAIBAEileen@gmail.com) for details, or visit our website, www.naiba.com.

○ Fall Conference Directory

Published in September for Conference

Artwork (b/w) due August 11

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

Contact Eileen Dengler (NAIBAEileen@gmail.com) for details.

○ NAIBA Holiday Catalog

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

Circulation: 1.6M copies through independent bookstores to consumers

[Download pdfs](#) of previous NAIBA Holiday Catalogs

Ad rates: starting at \$1300

Contact: [Suzanne Shoger](mailto:Suzanne.Shoger@suzanneshoger@gmail.com) at suzanneshoger@gmail.com or 216-536-7193

○ NAIBA Winter/Spring Events

NAIBA hosts up to 8 events in the winter / spring months. They range from dinners at Winter Institute, publicity speed dating, socials in bookstores, to retreats for specific booksellers, such as owners, book buyers and event managers. These are ideal events to promote a regional author. The author would be given time to speak about themselves and the book. **Contact Eileen Dengler (NAIBAEileen@gmail.com) for details.**

○ NAIBA Membership Mailing Lists

NAIBA members only (@150 contacts) \$225

Regional Bookstores (@500 contacts) \$350

One-time use only; Available in label format only

**NAIBA Publisher Members may receive one electronic excel spreadsheet, three uses for \$350.

Contact Kit Little (naibabooksellers@gmail.com) with any questions or to purchase our mailing list(s).