

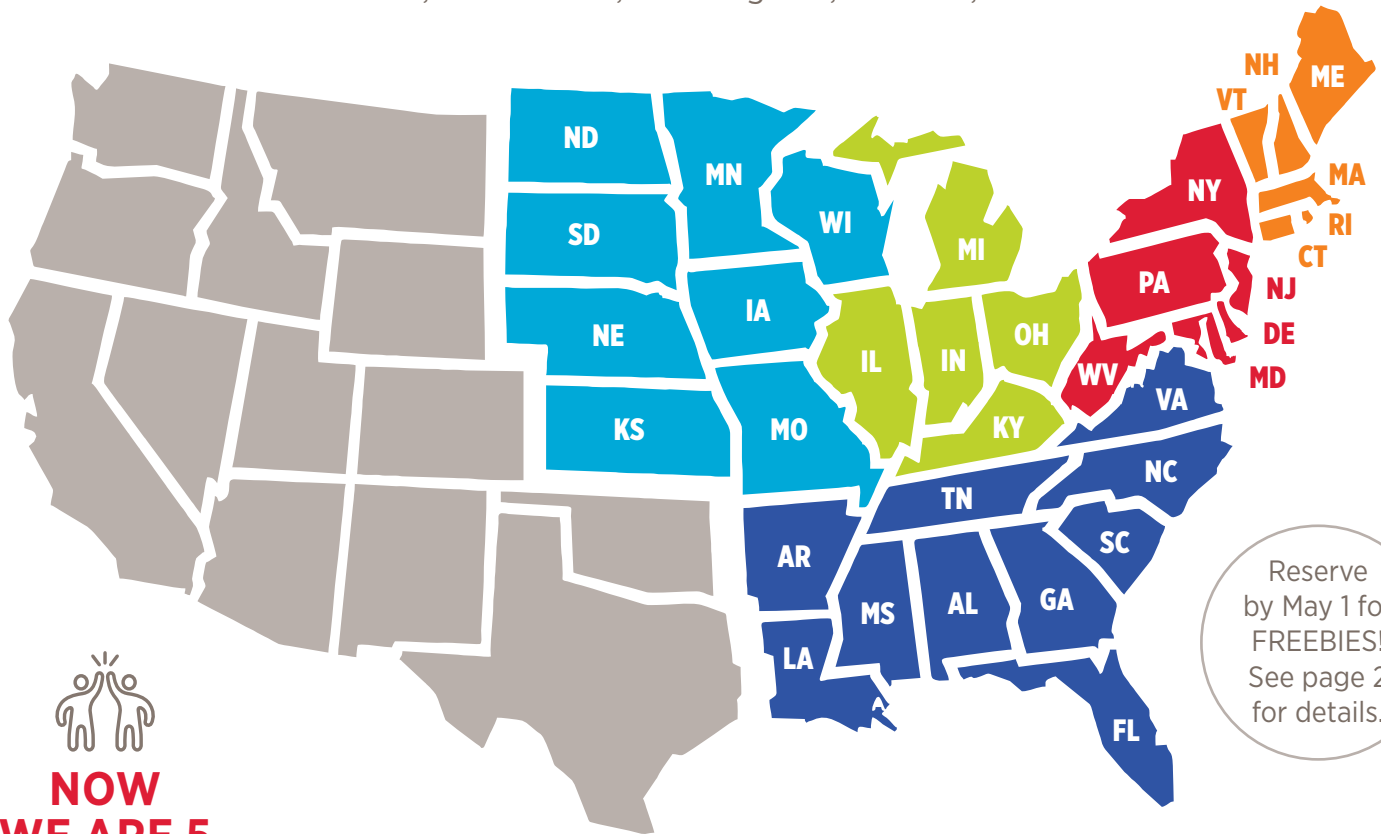
REGIONAL ASSOCIATION MARKETING & PROMOTION

NAIBA | GLIBA | NEIBA | MIBA | SIBA

# 2020 Holiday Catalogs

## You have books. We have customers.

Reserve space now and our independent booksellers will share your titles with **2.5 million consumers** in 5 key markets across the Eastern half of the US: Mid-Atlantic, Great Lakes, New England, Midwest, and South.



Reserve by May 1 for FREEBIES! See page 2 for details.

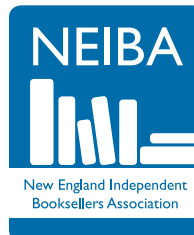


**NOW WE ARE 5**

**R A M P** IS A PARTNERSHIP OF



**NAIBA**  
New Atlantic Independent Booksellers Association





# 2020 HOLIDAY CATALOGS

## AD TYPE

## RATE

<b>Regular Interior Unit</b>	RI - 1	One title, <b>one</b> catalog	\$2,999
	RI - 2	One title, <b>two</b> catalogs	\$2,625 per title, per catalog
	RI - 3+	One title, <b>three or more</b> catalogs	\$2,375 per title, per catalog
<b>Now in Paperback Unit</b>	NIP	Title previously released in hardcover	\$1,875 per title, per catalog
<b>Small Press Unit</b>	SP	Title from a small, independent press	\$1,625 per title, per catalog
<b>Cover</b>	COV	Front and/or back cover	Ask for details

### Notes about RATES

- Each association will have a separate catalog and all rates are PER catalog.
- Discounts on Regular Interior rates are available for same-title units only.

## DETAILS

- ☀ Approximately 2.5 million print catalogs (total) will be distributed to consumers by independent bookstores through **direct and saturation mail (NEW THIS YEAR!)**, in-store promotion, and media insertions.
- ☀ NAIBA, GLIBA, NEIBA, MIBA, and SIBA titles will be available via e-commerce sites direct from stores to consumers.
- ☀ Stock checklists will be distributed to booksellers from June through October to promote advance store orders.
- ☀ Catalog titles will be on display in featured booths at the 2020 Regional Trade Shows.
- ☀ Finished catalogs will be 16 pages, 6" x 10.75" full color.
- ☀ Catalogs will arrive in stores around November 1.

## FREEBIES

Reserve your space by May 1 and receive a FREE e-blast OR e-newsletter ad OR website ad (up to \$1,875 total value!). One FREEBIE per association per publisher; timing subject to availability.

## CONTACT

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**216.536.7193**

Sales, production, and distribution by **LARK**



## DEADLINES

**FREEBIES** May 1

**CONTRACTS** June 26

**MATERIALS** July 17

Images: CMYK tiff, 2.5" wide, 300 dpi

Copy: 25 words

**PAYMENT** July 17

Make checks payable to:

Lark LLC

4791 Yantis Drive

New Albany, OH 43054

**Place your order today!**

<https://rampcatalogs2020.paperform.co>