

‘EAT, READ, GIVE’ NCIBA CATALOG

STILL THE BEST DEAL IN TOWN!

Cost to order Catalog -- from 100 to 100,000 copies	zilch
Freight charges to ship Catalog to store or other location	nada
Cost of imprinting 5000+ Catalogs with your store name	zero

Our annual book Catalog makes a great marketing tool for your bookstore. Last year, 46 NCIBA member stores ordered catalogs complete with their store’s imprint, in quantities from 5,000 to 50,000, and all for free.

We’ve also changed the theme of the catalog – instead of Holiday Showcase, the catalog text will be Eat, Read, Give. This will make the catalog a marketing piece that can be used past the traditional holiday season, into January and beyond.

We encourage you to consider ordering at least 5,000 copies and taking advantage of the free imprinting. Many stores insert their personalized catalogs in a local city, town, or neighborhood newspaper. Insert rates for such newspapers are about \$50 a thousand, so the total cost to order, imprint, ship and distribute 5,000 copies would be around \$250.

As a bonus, we offer you space on page two to write a personal message to your customers. This has been a real plus for stores that have taken advantage of this service; the August newsletter has examples of what booksellers have created.

This year’s full color, professionally designed catalog is 16 pages and features over 110 titles. It includes four pages of Children’s books and is designed to be a pullout section in the middle of the piece.

A list of all catalog titles is included online; Just go to nciba.com to find a link to the list. Have any other questions? Contact hut@nciba.com or 415-561-7686.

Catalogs are shipped for arrival on or around November 12. See the next page for ordering information.

2010 Holiday Catalog Order Form

All bookstores receive 100 copies unless the NO THANKS box is checked below.
(Specialty stores will not receive copies unless requested)

Please return this form no later than September 20, 2010

- We would like to imprint _____ Catalogs with our logo / personalized message (minimum 5000)

SPECS:

Front cover imprint space with logo/ad slogan in black ink: 7" wide by 2 1/8" high

Back cover imprint space with same or different copy (may include return address, mailing indicia, space for label): 7" wide by 3" high

- We wish to use the same artwork on the front and back cover

For all imprints, you must send a camera-ready electronic file to hut@nciba.com by September 20.

If you imprinted last year and would like to use the same artwork, let us know via email or check here

Store Name _____ Date _____

Phone/email _____ Contact _____

Ship catalogs to this address (we can ship quantities to two different addresses - just tell us how many copies to each). Unless otherwise noted, quantities over 1000 delivered on pallets.

- We'd like to order free copies with the imprint message "Recommended Reading from your local independent bookstore"

500 750 1000 more _____

- NO THANKS, we are not interested in receiving copies of the Catalog

Fax back to NCIBA - 415-561-7685 - or mail to PO Box 29169, San Francisco, 94129