

‘EAT, READ, GIVE’ CATALOG

STILL THE BEST DEAL IN TOWN!

Cost to order Catalog -- from 100 to 100,000 copies	nil
Freight charges to ship Catalog to store or other location	zippo
Cost of imprinting 5000+ Catalogs with your store name	what cost?

Our annual book Catalog is 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 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 opportunity.

This year's full color, professionally designed catalog is 12 pages and features over 100 titles, including Children's books. The cover features the EAT, READ, GIVE slogan and is designed to be non-holiday specific to give the catalog a shelf life for the holidays and into January.

Catalogs are shipped for arrival on or around November 11. See the next page for ordering information.

2011 Holiday Catalog Order Form

All stores 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 19, 2011

- We'd like to order free copies with no store imprint message.

500 750 1000 more _____

- 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, send a camera-ready electronic file to hut@nciba.com by September 19.

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

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

Store Name _____ Contact _____

Phone _____ Email _____

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 delivered to locations other than your bookstore will arrive on pallets.

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