

# NCIBA E-MAIL ADVERTISING OPPORTUNITIES

## SF CHRONICLE BOOK REVIEW & TOP SHELF ANNOUNCEMENTS

(Advance notice of all book reviews and Top Shelf recommendations in Sunday's

SF Chronicle Book Review)

Weekly 275 subscribers

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## NCIBA NEWSLETTER

Bi-monthly 375 subscribers

Header - \$500/issue

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## NCIBA BESTSELLER LIST

Weekly 135 subscribers

Header - \$50/wk Banner - \$25/wk

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### San Francisco Chronicle Sunday Book Reviews and TOP SHELF List

Sunday, February 15, 2009

#### BOOK REVIEWS

T.C. Boyle's novel "The Women."

"How We Decide," by Jonah Lehrer.

Bernadine Evaristo's novel "Blonde Roots."

Chris Ayres' "Death by Leisure."

"The Other Side of Desire," by Daniel Bergner.

Q&A with Thomas Barnett, author of "Great Powers: America and the World After Bush."

Daniyl Mueenduddin's novel "In Other Rooms, Other Wonders."

Cari Beauchamp's "Joseph P. Kennedy Presents: His Hollywood Years."

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Cari Beauchamp's "Joseph P. Kennedy Presents: His Hollywood Years."

#### TOP SHELF Picks From Mrs. Dalloway's, Berkeley

#### FICTION

**The Piano Teacher**, by Janice Y.K. Lee. Hong Kong during the Second World War is beautifully evoked in this accomplished first novel in which English, Chinese, and Japanese cultures collide and collude in a gripping tale of love and betrayal.

**Elegance of the Hedgehog**, by Muriel Barbery. Harriet the Spy for grown-ups! Set in Paris, the story of a precocious girl who spies on the concierge in her building, believing her to be more than she appears. Paperback original.

**In Other Rooms, Other Wonders**, by Daniyl Mueenduddin. By the New Yorker writer, eight astonishing and interconnected stories about class and culture in contemporary Pakistan.

**Lark and Termite** by Jayne Anne Phillips. Set during the 1950s in West Virginia and Korea, a story about the power of loss and love, the echoing ramifications of war, family secrets, dreams and ghosts, and the unseen bonds that unite and sustain families.

**The Way Through Doors** by Jesse Ball. A haunting,

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THE NORTHERN CALIFORNIA  
INDEPENDENT BOOKSELLERS ASSOCIATION

### NCIBA /IndieBound Bestseller List

The Northern California Indie Bestseller List, as brought to you by IndieBound and NCIBA, for the sales week ended Sunday, February 8, 2009. Based on reporting from the independent booksellers of the Northern California Independent Booksellers Association and IndieBound. For an independent bookstore near you, visit [IndieBound.org](http://IndieBound.org).

#### HARDCOVER FICTION

1. The Associate  
John Grisham, Doubleday, \$27.95, 9780385517836
2. The Guernsey Literary and Potato Peel Pie Society  
Mary Ann Shaffer, Annie Barrows, Dial, \$22, 9780385340991
3. The Story of Edgar Sawtelle  
David Wroblewski, Ecco, \$25.95, 9780061374227
4. Cutting for Stone  
Abraham Verghese, Knopf, \$26.95, 9780375414497
5. A Mercy  
Toni Morrison, Knopf, \$23.95, 9780307264237
6. Run for Your Life  
James Patterson, Michael Ledwidge, Little Brown, \$27.99, 9780316032223
7. The Piano Teacher  
Janice Y.K. Lee, Viking, \$25.95, 9780670020485
8. Beat the Reaper  
Josh Bazell, Little Brown, \$24.99, 9780316032223
9. The Vagrants  
Yiyun Li, Random House, \$25, 9781400063130
10. The Host  
Stephanie Meyer, Little Brown, \$25.99, 9780316068048
11. The Art of Racing in the Rain  
Garth Stein, Harper, \$23.95, 9780061537936
12. Unaccustomed Earth  
Jhumpa Lahiri, Knopf, \$25, 9780307265739
13. Going to See the Elephant  
Rodes Fishburne, Delacorte, \$22, 9780385342391
14. True Colors  
Kristin Hannah, St. Martin's, \$25.95, 9780312364106
15. The Girl With the Dragon Tattoo  
Stieg Larsson, Knopf, \$24.95, 9780307269751

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#### HARDCOVER NONFICTION

1. Outliers  
Malcolm Gladwell, Little Brown, \$27.99, 9780316017923
2. The Yankee Years  
Joe Torre, Tom Verducci, Doubleday, \$26.95, 9780385527408
3. Angels and Ages  
Adam Gopnik, Knopf, \$24.95, 9780307270788
4. In Defense of Food  
Michael Pollan, Penguin Press, \$21.95, 9781594201455

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## NCIBA Newsletter

January 2009

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[New Way to Get IndieBound Posters](#)

#### San Francisco Chronicle Adds TOP SHELF Feature to Showcase Independent Bookstores

Beginning on November 30, the *San Francisco Chronicle* added a new feature in its Sunday Book Review -- **Top Shelf**. The *Chronicle* describes the weekly column as "Recommendations of recent books from the staffs of a rotating list of Bay Area independent bookstores." Each featured bookstore offers short write-ups of five Fiction and five Nonfiction titles.

Top Shelf is the brainstrom of new *Chronicle* Book editor John McMurtrie. He contacted the NCIBA office with the idea, and we jumped on it. We offered to handle the details -- contacting bookstores, soliciting lists, reviewing the lists for duplication, and making sure the titles, both hardcover and paperback, were current.

Top Shelf comes on the heels of another NCIBA-*Chronicle* joint project, one we stole from our colleagues in Southern California. Every Wednesday, McMurtrie sends us a list of books being reviewed in the upcoming Sunday Book Review, and we turn around and send the information out to our members (if you're not receiving the email and would like to, or you'd like to add employees to the list, contact us at [office@nciba.com](mailto:office@nciba.com) or 415-561-7686).

With the introduction of Top Shelf, we have added those titles being featured on Sunday to the Wednesday email as well. We are also posting all the information on our web site at [nciba.com](http://nciba.com) -- look for it under the Bestseller List tab.

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Send Us Your E-Newsletters!

"Good Reads from Great Readers" To Debut Soon

The NCIBA is pleased to announce a new project geared to bookloving consumers. Beginning in February, we will produce a monthly newsletter comprised of 10-12 book reviews (with cover images) culled from member newsletters (with full credit to you and a link to your web site) -- please put us on your mailing list! Titled **Good Reads from Great Readers**, the newsletter will reside on a special page on our web site. We will invite consumers to submit their email addresses so we can alert them to a new newsletter posting (with the web link, of course) or, if they prefer, so they can receive a



# Publisher Advertising Opportunities with **NCIBA**

## **NCIBA Newsletter - Print Ad Rates**

Full page \$600  
Half page \$325  
Quarter page \$200

All ads are reproduced in online version as well.  
Alternatively, advertisers may replace print ad with  
banner ad in online version for no additional charge.

**Total Newsletter Circulation - 500**



## **NCIBA Web Site - NCIBA.com**

**Banner or Skyscraper Ad on Home Page - \$100 per week**

(Web site averages 1,000 unique visitors and  
4,000 page views per week)

**New Title Preview  
\$50 per month**

Resides on web site. Post up to 50 words and an image of the book, along with a limited offer of  
free book or galley. We send an email blast notifying members of the post.



## **Trade Show Program - Ad Rates**

Inside Cover \$550    Full page \$500    Half Page \$275



## **Holiday Catalog Advertising Rates**

Sales Kit Available on Request