

NCIBA Holiday Consumer Catalog & Campaign 2017 Publisher Contract & Advertising Order Form

NCIBA PO Box 280 Sonoma, CA 95476 415-561-7686 fax: 415-561-7685, www.nciba.com

CONTRACT FOR PARTICIPATION IN 2017 PROGRAM IS DUE JULY 1, 2017.

Contacts: CALVIN CROSBY, Executive Director 415-561-7686 calvin@nciba.com
and VICKI DeARMON, Holiday Project Manager 707-776-7284 sparksfly@nciba.com

PUBLISHER

SALES REP

PUBLISHER ACCOUNT CONTACT/TITLE

EMAIL

PHONE

PUBLISHER PRODUCTION CONTACT/TITLE

EMAIL

PHONE

PUBLISHER AUTHORIZED SIGNATURE/TITLE

Date

WE'RE PARTICIPATING AT THE FOLLOWING LEVEL:

___ Jolly Sponsorship Level

3 titles.....\$7,500

Featured presentation of titles in 716,000 catalogs, inclusion in pre-set order program, titles individually featured in NCIBA's daily Instagram post (reposted by bookstores).

___ Merry Sponsorship Level

5 titles.....\$12,000

All of the benefits of Jolly Sponsorship plus titles featured in targeted Facebook ads throughout Northern California.

___ HoHoHo Major Sponsorship Level

12 titles.....\$30,000

All the benefits of Merry Sponsorship plus titles featured in print Gift Guide ads and radio promotion. Individual title shelf talkers produced for stores.

___ 1 title.....\$2,500

Inclusion in the 716,000 catalogs and pre-set order program.

___ Backlist add-on.....\$400

Backlist title by author with new book being advertised-cover image, price and ISBN included.

Special rates for regional, paperback and board book titles.

Contact calvin@nciba.com, 415-561-7686

Have questions? Special needs?

Contact us at sparksfly@nciba.com or phone 707-776-7284 (Vicki) or 415-561-7686 (Calvin)



NCIBA Holiday Consumer Catalog & Campaign 2017

CONTRACT TERMS

Once contract has been signed, publisher will be invoiced and payment is expected in 30 days. Payment plans available for orders of \$7500 and over. *All payment must be received by July 31.*

All titles submitted must be ready to ship no later than November 1, 2017. NCIBA reserves the right to approve proposed titles.

Notify NCIBA if your title's publication date is canceled or delayed. We will allow the submission of another title if the production schedule permits. If it is not possible, the original title will be printed in the catalog with the publisher accepting the responsibility for the full cost of the unit. No changes can be accommodated after September 1, 2017.



**Make checks payable to
NCIBA
PO Box 280
Sonoma, CA 95476**

FINAL DEADLINES

SIGNED CONTRACTJuly 1
sparksfly@nciba.com, fax 415-561-7685,
PO Box 280, Sonoma, CA 95476

PAYMENT DUE 30 days from invoice.

COPY/JACKETSJuly 31
sparksfly@nciba.com

COPY: 25-40 words of descriptive copy per title, including author, publisher full ISBN and price.

JACKET: full-size print-resolution quality files in .tif, .jpg, .eps, or .pdf formats only (No .bmp, .png, .gif, .doc, or .pub formats please)

REVIEW COPIES.....UPON PUBLICATION

FINISHED BOOKS for Fall Show Exhibit Display.....Oct. 1
Please send three copies for inclusion in the Fall Discovery Show Catalog Campaign display.

Mail to: NCIBA Holiday Catalog Attn: Calvin Crosby

USPS: PO Box 280 Sonoma, CA 95476

FedEx/UPS: 651 Broadway, 2nd Fl. Sonoma, CA 95476

NCIBA Holiday Catalog Campaign Title Selections

Publisher: _____

Book Info				Ad Level		
Title	Imprint	Retail \$	Kids or Adult?	__ Jolly(3)	__ Merry(5)	__ HoHoHo(12)
Author	ISBN	Pub Date	Target Ages	Other:		
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