

# NCIBA & SCIBA **ONE CALIFORNIA** Holiday Consumer Catalog & Campaign 2018 Publisher Contract & Advertising Order Form

\_\_\_\_\_  
 PUBLISHER (INCLUDE IMPRINT) SALES REP

\_\_\_\_\_  
 PUBLISHER ACCOUNT CONTACT/TITLE EMAIL PHONE

\_\_\_\_\_  
 PUBLISHER PRODUCTION CONTACT/TITLE EMAIL PHONE

\_\_\_\_\_  
 PUBLISHER ADDRESS

_____ PUBLISHER AUTHORIZED SIGNATURE/TITLE	_____ Date
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This contract is for representation in a California statewide campaign with 1.2 million catalogs and encompassing both NCIBA & SCIBA.

## WE'RE PARTICIPATING AT THE FOLLOWING LEVEL:

### \_\_\_ Jolly Sponsorship Level

**3 titles.....\$11,250**  
 Valued separately at: \$7500 (NCIBA) + \$6300 (SCIBA) = \$13,800 (SAVINGS OF \$2,550).

Featured presentation of titles in catalogs, inclusion in pre-set order program, titles individually featured in daily social media posts (reposted by stores)

### \_\_\_ Merry Sponsorship Level

**5 titles.....\$18,750**  
 Valued separately at: \$12,500 (NCIBA) + \$10,500 (SCIBA) = \$23,000 (SAVINGS OF \$4,250)

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

### \_\_\_ HoHoHo Major Sponsorship Level

**12 titles.....\$45,000**  
 Valued separately at \$30,000 (NCIBA) + \$25,200 (SCIBA) = \$55,200 (SAVINGS OF \$10,200)

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

### \_\_\_ 1 title.....\$3,750

Inclusion in the catalogs and pre-set order program.

### \_\_\_ Backlist add-on.....\$800

Backlist title by same author accompanying new book listing

### Special rates for regional, paper, and board book titles ..... \$2500

**Contact Vicki DeArmon: sparksfly@nciba.com, 707-776-7284**

**Calvin Crosby: calvin@nciba.com, 415-561-7686, ext. 102, Andrea Vuleta: andrea@scibabooks.com, 909-518-8135**

# NCIBA & SCIBA Holiday Consumer Catalog & Campaign 2018

## 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 1.*

All titles submitted must be ready to ship no later than November 1, 2018. We reserve the right to approve proposed titles.

Notify us 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, 2018.

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



## DEADLINES

### JUNE 15: SIGNED CONTRACT DUE

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

### JULY 2: PAYMENT DUE

### JULY 16: COPY/JACKETS DUE 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) *Formats of lower quality will not work on some social media and sending low resolution will result in the title not be represented*

### SEPT 15: FINISHED BOOKS DUE

Please send three copies to each regional for inclusion in the Fall Discovery Show Catalog Campaign display.

Mail to:

ONE CALIFORNIA Holiday Catalog

Attn: Calvin Crosby

USPS: PO Box 280 Sonoma, CA 95476 *or*

FedEx/UPS: 651 Broadway, 2<sup>nd</sup> Fl Sonoma, CA 95476

*and*

ONE CALIFORNIA Holiday Catalog

Attn: Andrea Vuleta

3005 Rhodelia Ave., Claremont, CA 91711

*After the show(s), these books will be used to drive sales through promotion via radio giveaways and contests.*

**NCIBA & SCIBA 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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