



Since 1989, the Southern Independent Booksellers Alliance has produced a holiday catalog that offers publishers an effective way to promote books throughout the rapidly growing Southern United States. Distributed to more than one million consumers through participating bookstores, the SIBA *Holiday Gift Books* Catalog showcases exceptional regional titles and national bestsellers with appealing descriptions and full-color product photographs.

In cooperation with Ingram Book Company, SIBA offers publishers an outstanding marketing opportunity available through the 2009 SIBA *Holiday Gift Books* Catalog.

When you promote your titles in this regional catalog, you'll enjoy these attractive benefits:

EXCEPTIONAL VALUE: You'll bring your titles to the attention of more than one million readers who shop in Southern bookstores—all for less than a penny per person! This special opportunity is available for only \$2,900 per unit! Take advantage of our volume discount and save \$1,000! A special rate is offered to university presses and first-time advertisers: advertise one title for \$1,900. (Please see attached advertising order.)

SPECIAL INCENTIVES AND TERMS AND INVENTORY SUPPORT: The SIBA catalog will be featured on ipage.ingrambook.com, authorsaroundthesouth.com, and on sibaweb.com. In addition, we have received commitments from various independent bookstores guaranteeing they will support the holiday catalog in every way (please see the bookstore commitments on the reverse side). Titles featured in the 2009 SIBA *Holiday Gift Books* Catalog receive full inventory support from Ingram Book Company.

<ul style="list-style-type: none"> • VOLUME DISCOUNTS. ADVERTISE 3 OR MORE TITLES, SAVE \$1,000! 	<ul style="list-style-type: none"> • UNIVERSITY PRESS DISCOUNT. ADVERTISE 1 TITLE FOR \$1,900! 	<ul style="list-style-type: none"> • FIRST-TIME ADVERTISER DISCOUNT. ADVERTISE 1 TITLE FOR \$1,900!
--	--	---

RESERVATIONS REWARDS:

<ul style="list-style-type: none"> • Book at full price through May 16; pick three 	<ul style="list-style-type: none"> • Book at discount through May 16; pick two 	<ul style="list-style-type: none"> • Book at full price after May 16; pick one
--	--	--

(all rewards must be used before January 1, 2010)

<ul style="list-style-type: none"> • Free SIBA 1/4 pg. Tradeshow Directory ad (\$450 value) 	<ul style="list-style-type: none"> • Free SIBA Web site banner ad (\$500 value)
<ul style="list-style-type: none"> • Free SIBA online e-blast ad (\$250 value) 	<ul style="list-style-type: none"> • Free Lady Banks Bookshelf Placement (\$300 value)
<ul style="list-style-type: none"> • Free SIBA membership list (\$500 value) 	<ul style="list-style-type: none"> • Free exhibit table at SIBA's 2009 Tradeshow (\$495 value – limit one table per publisher)
<ul style="list-style-type: none"> • Free SIBA 1/4 pg. newsletter ad (\$450 value) 	

Act now! The deadline for space in the 2009 SIBA *Holiday Gift Books* Catalog is July 20, 2009. Contact your Ingram advertising representative to nominate your holiday selections or fax in the attached contract with your titles to (615) 213-5499 or 615-213-5575, ATTN: Linda Arrington Lusk.

Thank you for supporting our efforts to increase books sales in the South.

Bookseller Testimonial

“We start putting the catalog out in early November. Immediately we see folks walking through our door with the catalog in their hand and titles circled. For the last two years we have returned a total of 10 (count them TEN) books that did not sell! That’s ten individual books not ten titles.... So we love the catalogue.”

—Gee Gee, Owner, Buxton Village Books



As of this mailing, the following SIBA Core Member Bookstores have agreed to carry the 2009 SIBA *Holiday Gift Books* Catalog in the following quantities and support it through a variety of methods including circulation in newspapers, direct mail, point of sale materials, store display, and stock orders.



2009 SIBA BOOKSTORE COMMITMENTS*:

Store:	State:	Commitments:
Bayou Book Company	FL	50,000
That Bookstore in Blytheville	AR	50,000
All Booked Up	FL	40,000
Island Bookstore - Duck	NC	22,000
Dog Ear Books	GA	20,000
Village Bookstore	MS	20,000
Bohannon's Books	KY	18,000
Chapters Bookshop	VA	15,500
Eagle Eye Book Shop	GA	15,000
Octavia Books	LA	15,000
Prater's Main Street Books	GA	15,000
Burry Bookstore	SC	14,000
Cowan's Book Nook	GA	14,000
Curiosity Shop Bookstore	NC	14,000
Hattie's Books	GA	13,000
Bubba's Book Swap	TN	12,500
Cover to Cover Books	FL	12,500
Litchfield Books	SC	12,000
Nightbird Books	AR	12,000
Author Squad	NC	11,000
Horton's Books & Gifts	GA	11,000
Poor Richard's Books	KY	11,000
Alabama Booksmith	AL	10,000
Blue Elephant Book Shop	GA	10,000
Bookin' It!	NC	10,000
Fiction Addiction	SC	10,000
Classic Bookshop	FL	9,000
Cottage Book Store	TN	8,000
Wild Hare Books	TN	8,000
The Book Shelf	NC	7,500
Muse Book Shop	FL	7,000
Auburn University Bookstore	AL	5,000
Bardstown Booksellers	KY	5,000
Family Book Shop	FL	5,000
Lorelei Books	MS	5,000
Osondu Booksellers	NC	5,000
Read it Again	GA	5,000
Rock Point Books	TN	5,000
Lincolns Loft Bookstore	KY	4,500
Books Never-Ending	GA	2,000
Bookworks	VA	1,500
Book Stall	SC	1,000
Charis Books & More	GA	1,000
Diana's Bookstore	NC	1,000
Harborwalk Books	SC	1,000
Muses	NC	1,000
McIntyre's Fine Books	NC	500
Peb's Book Store	FL	350
Raven Bookstore	LA	350
Bookshelf	AL	300
Country Bookshop Inc	NC	300

*An up-to-date list is available on sibaweb.com



Materials Specifications

Titles not carried by Ingram Book Group will not be included in the catalog. The Southern Independent Booksellers Alliance reserves the right to reject any title submitted.

**Deadline:
July 20, 2009**

Final contracts (advertising orders) and materials are due July 20, 2009. Contracts must be accompanied by product, book jacket, or 300 DPI electronic files.

Titles must also include source copy, which can be catalog copy, flap copy from jackets, or 30 words of suggested consumer copy. Ingram reserves the right to edit suggested copy for style, length, or as deemed appropriate. Please include verified retail price, publication date, imprint name, and EAN. The Southern Independent Booksellers Alliance requests publisher assistance to ensure advertising is of the highest quality. When you are submitting materials, please consider their suitability for reproduction in the catalog.

Submitting Materials:

- We accept simple text format, Word format, Excel format or Quark.
- Copy may be supplied in hard copy form (i.e. catalog, book cover, sell sheet, etc.), e-mail, or on disk.
- Covers must be full color, and have a minimum resolution of 300 DPI. They may be submitted via FTP, e-mail (under 2 megs), on CD, or hard copy (actual cover, sell sheet or catalog). We accept Tiff, Jpeg, EPS, PDF and Photoshop files for covers. We do not accept GIF images.

If sending files via FTP:

Site address: <ftp1.ingrambook.com>
User name: [ingram_ads](#)
Password: [ing12](#)
Directory: [ads](#)

You may also access our FTP site directly through the internet at: ftp://ingram_ads:ing12@ftp1.ingrambook.com

(*helpful hint—if you get to a window with only a folder named “public,” go to the end of your URL address and type “ads” after the slash. This will take you to the ads directory, where you will upload your file.)

IMPORTANT: After uploading, please e-mail Kimberly.Lawwell@ingrambook.com with the name of your file. Otherwise, we have no way of knowing it's there. If you have any questions about FTP, please contact Kimberly.Lawwell@ingrambook.com.

FINISHED BOOKS: We request that publishers submit a total of two copies of each advertised title. These copies will be displayed on Ingram's table at the Fall 2009 SIBA Showcase, which takes place September 25, in Greenville, South Carolina.

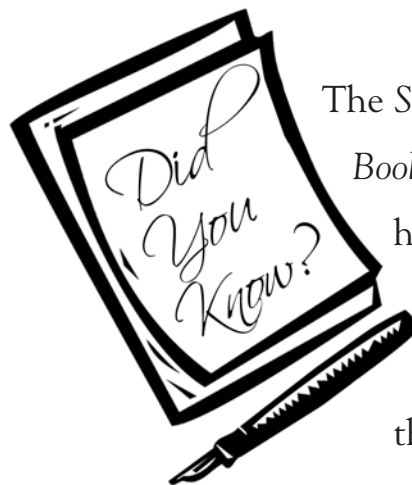
Payment for space contracted will be made within 30 days following receipt of invoice, which in all cases will be accompanied by a production run catalog. Billing month will be October 2009. If you are submitting a pre-paid check with your advertising reservation, **please make the check payable to INGRAM.** All checks must be received by September 1, 2009, to avoid a chargeback.

CO-OP ADVERTISING: Purchase of advertising space in the 2009 SIBA *Holiday Gift Books Catalog* is an outright purchase of space and has no relation to the wholesale cooperative advertising policy of any participating publisher.

SEND MATERIALS TO:

Linda Arrington Lusk
(2009 SIBA *Holiday Gift Books Catalog*)
Ingram Book Group
Publisher Marketing
MS 694
14 Ingram Blvd.
La Vergne, TN 37086-1986

Advertising orders and materials are due July 20, 2009.



The SIBA *Holiday Gift Books Catalog*

has experienced a
24% increase
in circulation over
the past three years.

2009 SIBA *Holiday Gift Books* Catalog Advertising Order Form



Rate: \$2,900 per unit (one unit = one title)

Volume Discount: Buy 3 or more titles and save \$1,000!

First-time Advertiser Rate: \$1,900 per unit

University Press Rate: \$1,900 per unit

Back Cover Rate: 3 units are available for purchase on the Back Cover. Rate is \$3,800 per unit. This premium space is not eligible for the volume discount.

P.O.D. titles will not be accepted.

We would like to secure _____ units for inclusion in the 2009 SIBA *Holiday Gift Books* Catalog.

Title Units:

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

Title: _____ EAN: _____

All titles must be accompanied by two copies which will be displayed at Ingram's booth at the Fall 2009 SIBA Showcase, September 25, in Greenville, South Carolina.

Publisher: _____

Contact Person: _____ Title: _____

Street Address: _____

City, State, Zip: _____ E-mail: _____

Telephone Number: _____ Fax: _____

Authorized Signature: _____ Date _____

FAX CONTRACT TO (615) 213-5499 or (615) 213-5575, ATTN: LINDA ARRINGTON LUSK, BY July 20, 2009.

References to products or services not carried by or administered by Ingram must be omitted. All annotations will be written especially for the Southern region. The publisher's address and phone number may not appear in the ad.

To avoid handling by our warehouse receiving department, please send your package by overnight or second-day courier to the attention of Linda Arrington Lusk, using the internal box number 694.

Label all materials with the publication name as indicated on the advertising order above. Materials should be addressed to: Linda Arrington Lusk (2009 SIBA *Holiday Gift Books* Catalog)/Publisher Marketing/#694, Ingram Book Group, 14 Ingram Blvd./LaVergne, TN 37086-1986.

The above authorization constitutes an agreement between both parties for advertising space. Publisher Marketing reserves the right to reschedule or cancel advertising. For additional information, call (615) 213-5337 or FAX (615) 213-5575 or (615) 213-5499.