



BOOKS FOR EVERYBODY

CATALOGUES

2010 FALL/HOLIDAY EDITIONS

ADVERTISING RATES

MAIN EDITION

1/8 page (single unit)	\$ 820.00
1/4 page (double unit)	\$1,295.00
1/2 page (quad unit)	\$1,725.00
Calendar (1/8 - single unit)	\$ 410.00

YOUNG READERS EDITION

1/8 page (single unit)	\$ 800.00
1/4 page (double unit)	\$1,095.00
1/2 page (quad unit)	\$1,595.00

**Submit your
best new
titles for
2010!**

SCHEDULE

April 27	Deadline for submissions
late May (tbc)	Publishers notified of selected titles
June 22/July 6	Listing forms/cover files due
early Oct.	Catalogues arrive in stores
late Oct.	IFOA distribution
Nov. 27	<i>Globe and Mail</i> distribution in BC (home delivery) in combination with <i>BC Edition</i>

The submission form (WORD) accompanies this kit.
Submissions can be returned by email.

The information on the submission form is for the selection process only; if a title is selected the publisher then chooses the display size and provide the appropriate length consumer-oriented copy.

For more information contact:

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Books For Everybody is a unique consumer catalogue – a cooperative venture between publishers and booksellers to promote the best of the fall season. It is the vital pre-Christmas promotional tool for independent booksellers across the country *and a handy all-in-one resource for consumers*. Independents look to promote the key titles of the season – as well as those specialty titles they are positioned to build..

Please fill out a submission for each title or group of titles and return by email.

The information on the attached submission form is for the book-seller selection committee; once a title has been selected you will be asked to choose display size and provide consumer-oriented catalogue copy.

NOTE: To save work for publishers: once a title is selected, a modified version of your submission form will be returned to you to update with consumer-oriented copy.

- Please complete one form per title. A multi-volume work, a boxed set, or a true series can be presented as one submission
- Please indicate the maximum number of titles you are willing to advertise. Please don't submit books you aren't willing to support.
- Rank the titles submitted, in order of importance to you, on a separate sheet. This information is used as a guideline only.
- Ensure that all books will be in stores by the early November.
- Make sure your books are easy to order. When making selections, retailers look for standard trade terms and take into consideration the ease of ordering titles. **PUBLISHERS NEW TO THE SUBMISSION PROCESS:** please provide an outline of your terms of sale and what wholesalers you deal with.

LET BOOKSELLERS KNOW WHY EACH TITLE IS AN ESSENTIAL PICK FOR FALL 2010:

- its relevance and unique qualities
- target market
- publication history/credentials of author(s)/illustrator(s)
- additional media/publicity plans

For books with significant pictorial content, especially children's books, sample pages are essential for the proper assessment of titles. (JPEGs of covers/page spreads are ideal.) A hard copy sample can also be sent to Books For Everybody by mid-May.