



FALL BRITISH COLUMBIA EDITION

2010 BOOKS FOR EVERYBODY

COMMUNITY-SPECIFIC PROMOTION BY BOOKSELLERS

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Saturday, November 27, 2010

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combination with Main and Young Readers editions

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ADVERTISING RATES

single unit - 1/8 page \$ 275.00

double unit - 1/4 page \$ 480.00

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SPECIAL RATES

10% discount on advertising costs
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FOCUSSED AFFORDABLE FULL-COLOUR CONSUMER PROMOTION

to highlight BC authors
& books of special relevance
to British Columbia readers

*The BC Edition, in combination with the
national catalogue is what makes BFE
fully representative of our store.*

– Garry MacGregor,
Volume One Bookstore, Duncan

SCHEDULE

June 23	Deadline for submissions
early July	Publishers notified of selected titles
TBA	Copy and art deadline
early Oct.	Catalogues arrive in stores BC Ferries distribution
Nov. 27	<i>Globe and Mail</i> distribution in BC

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:

Books For Everybody

111 Queen St. E., Ste. 320, Toronto, ON M5C 1S2

1-888-360-6658 or 416-364-3333

Attila Berki, Associate Publisher

aberki@booksforeverybody.com (ext 3160)

Meaghan Strimas, mstrimas@booksforeverybody.com (ext 3118)