

2017 SIBA Holiday Catalog Buy. Read. Give. Books.



In cooperation with Ingram Book Group, SIBA offers publishers an outstanding marketing opportunity available through the 2017 SIBA Holiday Catalog. The SIBA Holiday catalog is distributed to 1 million southern readers annually.

The catalog will be featured on ipage,[®] ReaderMeetWriter.com, and on the Authors 'Round the South Facebook cover page for the month of December. Titles featured in the 2017 SIBA Holiday Catalog receive full inventory support from Ingram Book Group and will be promoted via the December issues of Lady Banks' Commonplace Books.

Deadline: August 8, 2017

Ad Rates (per title)

Rate:	\$2,900
1st Time Advertiser:	\$1,900
University Press:	\$1,900
Sideline Product:	\$1,900
Volume Discount:	Book 3 or more titles and save \$1,000!
Back Cover:	\$3,500

* Volume discount is not applicable to the Back Cover.

Contact Davina Powell at 615-213-5381 or davina.powell@ingramcontent.com to reserve space.

Reservation Rewards – Book early and save!

Book by May 15 and receive the following:

- **10% off your ad rate**

And one free reward:

- SIBA bookstore mailing list
- SIBA galley giveaway
- One month placement on Lady Banks' Bookshelf
- Single exhibit table at SIBA 2017

***All rewards must be used before January 1, 2018.**

[Click here to make your reservation.](#)

Bookseller Testimonials

"The response we get from the SIBA Catalog is overwhelming! We have customers coming to the store even after the holidays with copies of the catalog marked with their notes and wishes!"

—John Cavalier,

Cavalier House Books, Louisiana

"I won't go a holiday season without the SIBA catalog."

—Dennise Sleeper,

Spellbound Books and Gifts, Florida

What SIBA Does to Sell Your Books

- Promotion on SIBA's Pinterest Boards
- SIBA's Author's 'Round the South Facebook page is dedicated to catalog titles for all of December
- Lady Banks' Bookshelf is host to the Holiday Catalog in December
- Web Version of catalog provided to SIBA stores for their websites
- Lady Banks' Commonplace Book eNewsletter will feature catalog titles the weeks of December.

INGRAM[®]

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Advertising Order Form

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Three Back Cover spots are available.	
* Volume discount is not applicable to the Back Cover	

Deadlines

Advertising & Materials: August 8, 2017
 Finished Books: September 10, 2017

Payment

Chargebacks will be issued by October 2017.
 **All payments will be taken as chargeback for 2017 unless a prior arrangement has been made.

Required Materials

Copy: 30 words
 Cover Art: 300 dpi jpeg 4" x 2" image

Finished Books

We request 2 copies of each advertised title to be displayed on Ingram's table at the Fall 2017 SIBA Showcase. Due: September 2, 2017.

References to products or services not carried by or administered by Ingram must be omitted. All annotations will be written specifically 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 Davina Powell, 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: Davina Powell [2017 SIBA Holiday 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) 213-5381 or FAX (615) 213-5499.

Publisher Information and Authorization

Publisher: _____

Contact Person: _____ Title: _____

Street Address: _____

City, State, Zip: _____

E-mail: _____

Telephone: _____ Fax: _____

Account Name _____

Authorized Signature & Date _____

* [Click here](#) to make your reservation or return order form to Davina Powell.

Fax: 615-213-5499

Email: davina.powell@ingramcontent.com

Phone: 615-213-5381

www.ingramcontent.com/SIBA

