



MOUNTAINS & PLAINS INDEPENDENT BOOKSELLERS ASSOCIATION

3278 Big Spruce Way ■ Park City, UT 84098 ■ 435.649.6079 phone ■ 435.649.6105 fax
laura@mountainsplains.org ■ www.mountainsplains.org

Advertising Reach and Opportunities



2014 Spring Meeting in Denver, Colorado

Website Reach

- Site visits June 1, 2013 (launch) - April 7, 2014 30,055
- Monthly average (10 months) 3,006
- Weekly average (44 weeks) 683
- Daily average (311 days) 97

Website Home Page Banner Ad

- Size is 170 pixels wide x 340 pixels tall \$300 • \$400
- Runs for one month in rotation with other ads.
- Provide to info@mountainsplains.org in JPG, GIF, or PNG format (with link information) one week prior to run date.

Facebook Reach - selected e-communicés posted

- Total reach since June 1, 2013 (new website launch) 5,163
- Likes 499
- Posts 60
- Average reach per post 86

Twitter Reach - all e-communicés posted

- Tweets 302
- Followers 389

e-Blast to Booksellers Reach

- Booksellers 288
- Staff, Board, Guests 15

e-Blast to Booksellers

- One-time rate \$250 • \$350
- Size is 400 pixels wide x 600-800 pixels tall
- Provide to info@mountainsplains.org in a composed JPG format (with link to book's site) one week prior to run date.

e-Newsletter Reach

- Booksellers 288
- Publishers and Reps 755
- Wholesalers 36
- Authors 21
- Associations 22
- Staff, Board, Guests 15
- Total 1,137

e-Newsletter Ad

- The e-Newsletter is issued every two weeks, but your ad will appear only once for the price below. Your ad may also appear with other ads.
- Size A: 170 pixels wide x 170 pixels tall \$100 • \$200
- Size B: 170 pixels wide x 340 pixels tall \$150 • \$300
- Prices above are for a one-time appearance.
- Provide to info@mountainsplains.org in JPG format (with link information) one week prior to run date.

Winter Catalog

- Consumer Reach 300,000
- Bookseller Reach 1,600
- Regular Interior Ad \$2,150
- Feature Interior Ad (equiv. to 2 regular spaces) \$3,875
- Super Feature Interior Ad (equiv. to 3 regular spaces) \$5,450
- Back Cover Super Feature Ad (equiv. to 4 reg. spaces) \$8,000
- "Booksellers Favorite" Ad \$500
Small space sold via bookseller nomination and subsequent publisher participation; backlist trade paperback or paperback original.

Spring Meeting

- Bookseller Reach 50 - 100
- Author Appearance via MPIBA review and invitation \$350

Bookstore List Rental and Mailing Labels

- Excel spreadsheet, one-time use \$75 • \$150
- Excel spreadsheet, one-year use \$175 • \$350
- Printed mail labels (allow 10 days processing) \$125 • \$200



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Advertising Reach and Opportunities



2013 Trade Show Author Banquet: Armistead Maupin, Kathleen Kent, Craig Johnson, & Christopher Moore

Fall Discovery Show – Exhibit Tables

- Wall Space - 8' x 6' \$460 • \$610
- Table - 6' x 30" \$410 • \$560
- Half Table \$260 • \$410
- Internet Access \$100
- Electricity at Interior Table \$50

Fall Discovery Show – Author Appearance

- Author Signings in Exhibit Hall at Exhibitor's Table FREE
Advance notice required; listed in Directory.
- Meal Event via MPIBA review and invitation \$1,000
- Books & Brews or Children's Tea
via MPIBA review and invitation \$500

Fall Discovery Show – Sponsorships

Your company is featured in the Fall Discovery Show Directory, on signage, and in the e-Newsletter.

- General Education Any amount is welcomed
- Literacy Grant program Any amount is welcomed
- Exhibit Hall Opening Reception Sole Sponsorship \$2,500
- Exhibit Hall Opening Reception
Cash Bar Sole Sponsorship \$1,000
- Author Banquet Cocktail Reception Sole Sponsorship \$1,000
- Reading the West Book Awards Sole Sponsorship \$2,000
- MPIBA General Meeting Luncheon Sole Sponsorship \$1,000
- Other Meal Events Sponsored by participating publishers

Fall Discovery Show – Directory

MPIBA prints 450 Directories, and in 2013 those were distributed to 155 booksellers; 99 publishers, exhibitors, and sales reps; 71 authors; remainder to staff, volunteers, guests, and extras.

All ads are black and white, provided as a PDF or JPG.

- Inside Front Cover 7.5" wide x 10.0" tall \$625 • \$1,200
- Inside Back Cover 7.5" wide x 10.0" tall \$425 • \$800
- Full Page 7.5" wide x 10.0" tall \$425 • \$800
- Half Page Vertical 3.5" wide x 10.0" tall \$275 • \$500
- Half Page Horizontal 7.5" wide x 4.75" tall \$275 • \$500
- Quarter Page Vertical 3.5" wide x 4.75" tall \$150 • \$250

Fall Discovery Show – Other Advertising

- Pick of the Lists, 15-minute spot \$150
Showcase your favorite titles
to bookseller audience.
- Bookseller Welcome Bag Promotion \$100 • \$150
One item insert (such as bookmark, brochure, etc.)
- Banner or Large Display \$300 • \$400
Outside Exhibit Hall or Registration Area