



Postmark Books
Rosendale, NY



2022 Media Kit



You have books. We have readers.

What better way to connect the two than through the best — and most tenacious! — independent bookstores in the Eastern half of the United States?

Indie booksellers in the Mid-Atlantic (NAIBA), Great Lakes (GLIBA), and Southern (SIBA) regions are doubling down this year to match books with readers.

NEW IN 2022

An indie-designed, indie-spirited **Summer Catalog** joins our ever-popular Holiday Catalogs. Now there are twice as many ways to promote year-round reading across print and digital formats, indie style!

BOOK TODAY at rampbooks.com



Buxton Books
Charleston, SC



Social Media

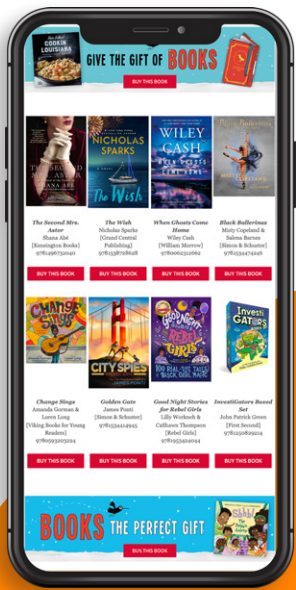
A professionally-designed toolkit makes it easy for indie stores to promote Summer and Holiday Catalogs across multiple channels

Email

Online Holiday Catalogs are shared directly with consumers via store email newsletters and e-commerce sites

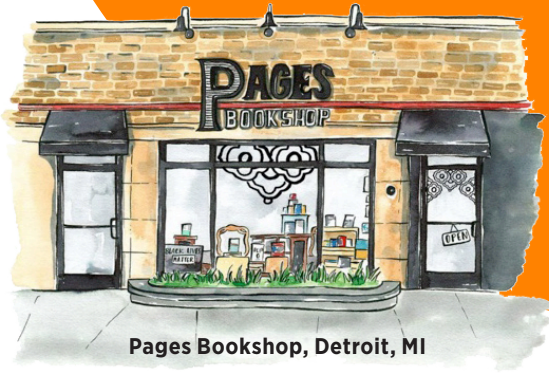
Direct to Store

25% of RAMP Holiday Catalogs are distributed in-store, curbside, and through store order shipments



Advertising Reach

RAMP Summer and Holiday Catalogs include print and digital formats that are distributed across a variety of channels to millions of consumers.



New! Summer Catalog

An indie summer reading guide featuring the season's hottest new titles plus backlist favorites

Holiday Catalog

The original – and still the #1 – indie bookstore 4th quarter marketing tool

Direct Mail

40% of RAMP Holiday Catalogs go directly to consumer mailboxes via store mailing lists and targeted saturation mail routes

Newspapers

35% of RAMP Holiday Catalogs are inserted in local newspapers

NEW for 2022!

SUMMER CATALOG SPECIFICATIONS

Trim size:
7.125" x 7.125"

Interior ad size:
3.5625" wide x 2.375" tall

Jacket art should be at least
300 dpi at 100% size

Color space: CMYK

Formats accepted:
.pdf, .tif, .jpg, .psd, or .eps



Cover design by GLIBA Executive Director, Larry Law



Summer Catalog

You asked, we answered! Just in time for Memorial Day and the unofficial start of summer, this 8-page square reading guide is THE summer resource for readers. Don't miss this high-energy compendium of new summer titles and backlist favorites!

Bonus: All print ads include FREE digital catalog ads.

Ad Rates

REGULAR INTERIOR AD

\$2,499 per title

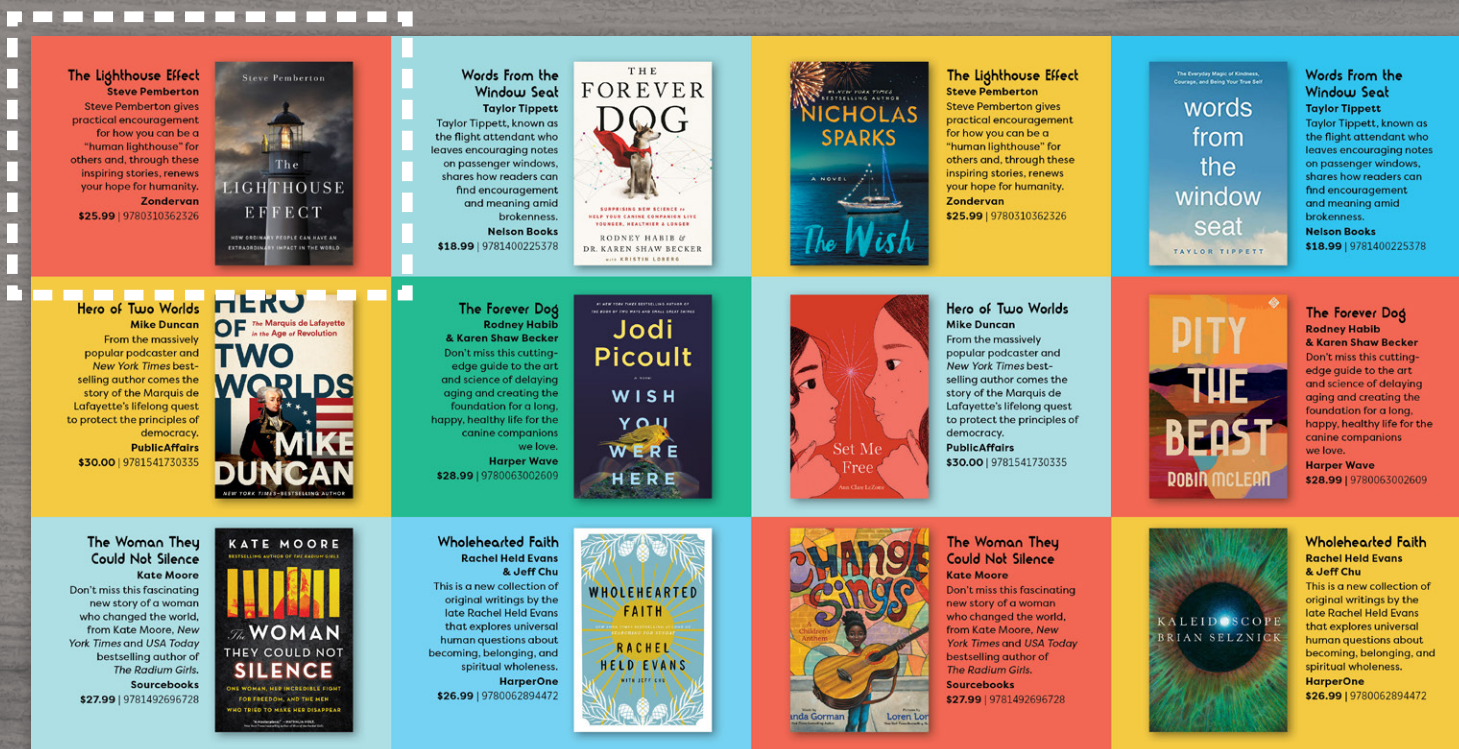
BACKLIST AD

Title published before May 1, 2021 / \$1,999 per title

SMALL PRESS AD

Title from a small, independent press / \$1,699 per title

Reservations due March 15, 2022



Sample catalog layout

BOOK TODAY at rampbooks.com



Holiday Catalogs



Ad Rates*

REGULAR INTERIOR AD

One title in **one** catalog (NAIBA, GLIBA, or SIBA) / \$2,999

BACKLIST AD

Title published before October 1, 2021 / \$1,999 per title, per catalog

SMALL PRESS AD

Title from a small, independent press / \$1,699 per title, per catalog

FRONT COVER

Front cover and interior illustrations / Ask for details

Reservations due May 15, 2022

*Holiday Catalog digital ads are included for FREE with print catalog reservations!

HOLIDAY CATALOG SPECIFICATIONS

Trim size:

6" wide x 10.5" tall

Interior ad size:

2.625" wide x 1.75" tall

Jacket art should be at least
300 dpi at 100% size

Color space: CMYK

Formats accepted:

.pdf, .tif, .jpg, .psd, or .eps



2021 catalog





Marketing Assets

RAMP provides stores with myriad ways of ordering catalog titles, displaying them creatively, and selling them across multiple formats. From stock check-lists and Edelweiss collections to POP materials, e-commerce programs, and social media graphics, both the Summer and the Holiday Catalog titles are front and center with stores from the day you book your ad.



Fountain Bookstore
Richmond, VA

BOOK TODAY at rampbooks.com



SALES, PRODUCTION, AND DISTRIBUTION

Cupboard Maker Books
Enola, PA