REGIONAL ASSOCIATION MARKETING & PROMOTION

NAIBA | GLIBA | SIBA

2022 Media Kit

REGIONAL ASSOCIATION MARKETING & PROMOTION

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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

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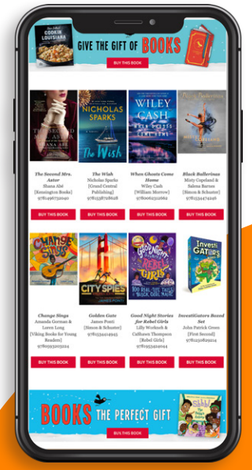


Social Media

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

New!

Summer Catalog

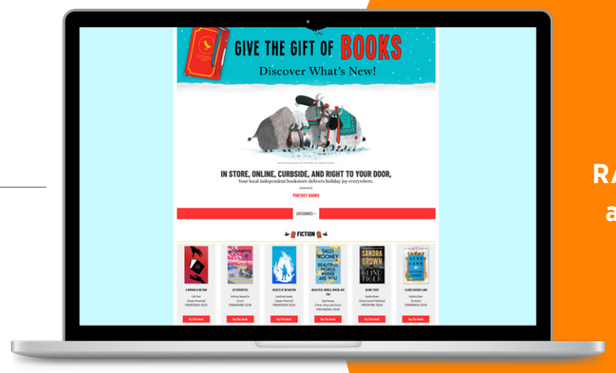
An indie summer reading guide featuring the season's hottest new titles

Holiday Catalog

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

Email

Holiday Catalog emails are powered by Matchbook Marketing and sent directly to indie consumers

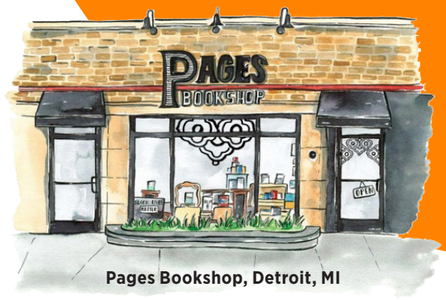


Advertising Reach

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

Direct Mail

40% of RAMP Holiday Catalogs go directly to consumer mailboxes



Pages Bookshop, Detroit, MI

Direct to Store

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

Newspapers

35% of RAMP Holiday Catalogs are inserted in local newspapers

BOOK TODAY at rampbooks.com

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

Sample catalog layout

R A M P
REGIONAL ASSOCIATION MARKETING & PROMOTION
NAIBA | GLIBA | SIBA

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!
Bonus: all print ads include FREE digital catalog ads.

Ad Rates

REGULAR INTERIOR AD
$2,499

SMALL PRESS AD
Title from a small, independent press / $1,699

Reservations due March 15, 2022

BOOK TODAY at rampbooks.com

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Holiday Catalogs

Ad Rates*

REGULAR INTERIOR AD

One title, **one** catalog / $2,999

One title, **two** catalogs / $2,799 per title, per catalog

One title, **three** catalogs / $2,599 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 June 15, 2022

***Holiday Catalog email and online catalog ads are included for FREE with print catalog reservations!**

BOOK TODAY at rampbooks.com

HOLIDAY CATALOG SPECIFICATIONS

Trim size:
6″ wide x 10.5″ tall

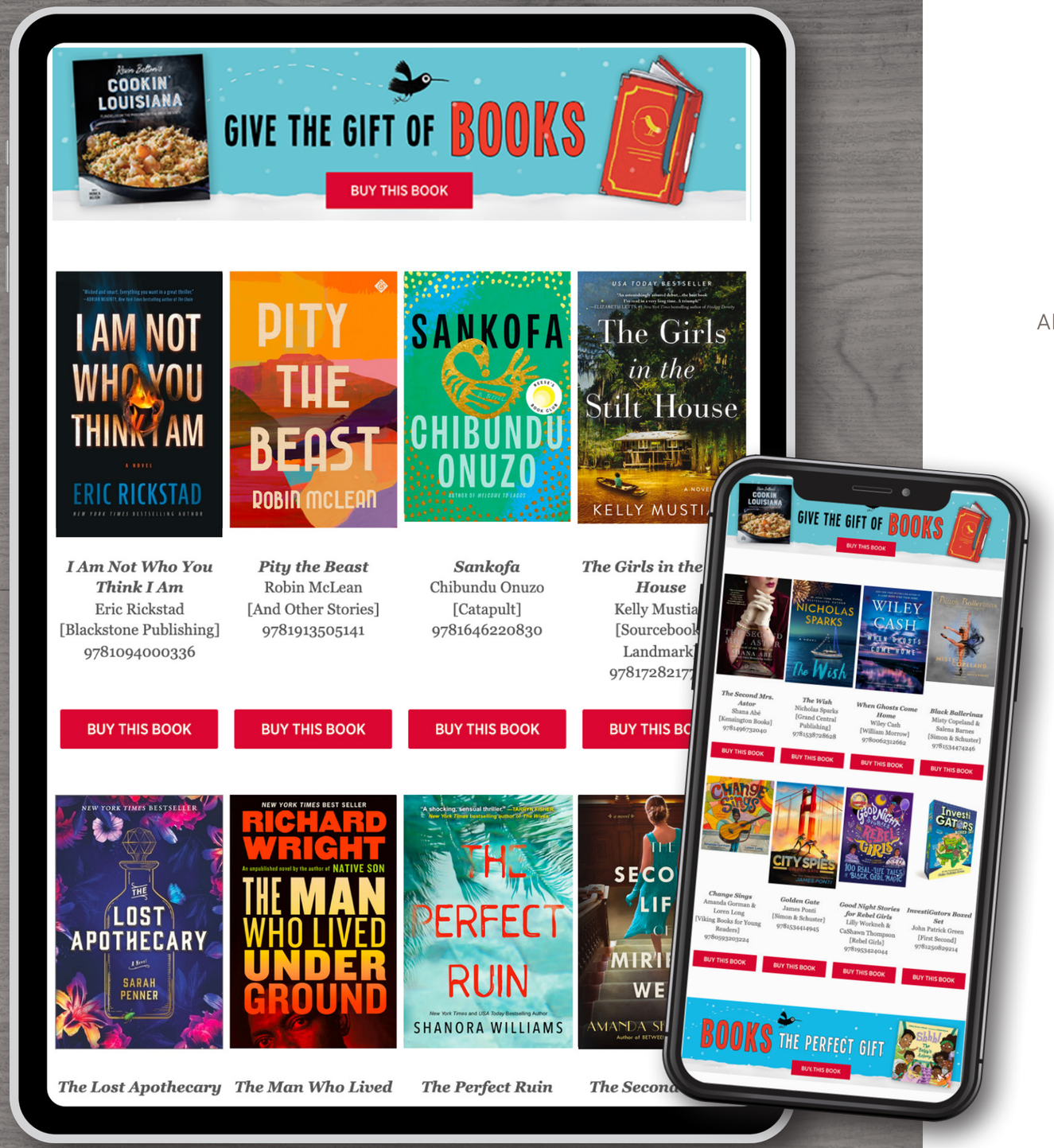
Interior ad size:
2.625″ wide x 1.75″ tall

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

Color space: CMYK

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

2021 catalog



Holiday Catalog Emails

All Holiday Catalog print ads include a FREE email ad sent directly to indie stores' consumers. Want to make a splash? Add on a Bonus Banner (rates below).

Ad Rates

BANNER ADS

Bonus Banners are available in Holiday Catalog emails powered by Matchbook Marketing

Top Banner – $500
2nd Banner – $300
3rd Banner – $250
4th Banner – $150

EMAIL ARTWORK SPECIFICATIONS

Size:
670 pixels wide x 175 pixels tall

Color space: RGB

Formats accepted: .jpg or .png

Reservations due June 15, 2022

BOOK TODAY at rampbooks.com

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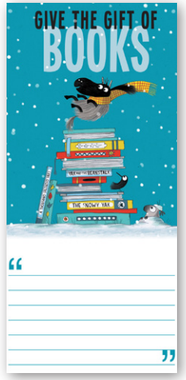
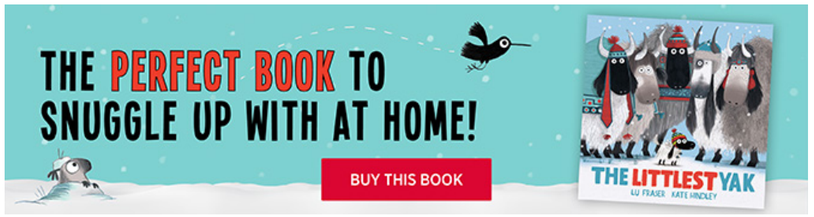
Marketing Assets

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 from the day you book your ad.





BOOK TODAY at rampbooks.com

Fountain Bookstore
Richmond, VA

Cupboard Maker Books
Enola, PA

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Contact

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LARK
SALES, PRODUCTION, AND DISTRIBUTION