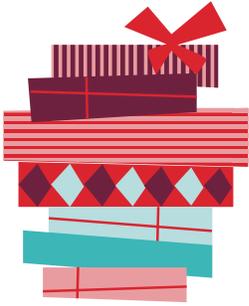


EVERYONE GETS A BOOK



IN CALIFORNIA, WE BELIEVE THAT EVERYONE SHOULD GET A BOOK FOR THE HOLIDAYS.

And here's how we make that happen:

THERE'S OUR CATALOG DISTRIBUTION

- 1.1 million Holiday Catalogs printed and distributed
- 1 million catalogs distributed through daily newspapers throughout California
- 100,000 distributed in independent bookstores

AND OUR MARKETING CAMPAIGN

- 566,500 reached through newspaper holiday guide ads
- 187,000 subscribers reached through New Yorker Magazine ads in California editions
- 3.5 million readers reached through social media ads and campaign
- 6.4 million impressions through PBS Affiliate Television and Radio stations in Northern and Southern California (KQED and KCST), includes email to memberships and ads in On Q magazine
- 450,000 audience of readers reached with Ad Taxi emails throughout state

AND OUR 114+ BOOKSELLERS REACHING MORE THAN 1 MILLION READERS DIRECTLY

- In-store with store displays, posters, shelf talkers
- Online with social media Instagram, Twitter, Facebook, plus store websites and emails

Reserve a place for your titles now in the One California Holiday Catalog & Campaign

DEADLINES

Go to nciba.com (homepage, calendar) to sign up

June 17: CONTRACT DUE

July 15: COPY / JACKETS DUE

August 1: PAYMENT DUE

- \$3,950 per title
- Regional titles are \$2,750
- Backlist fee is \$1,000 per title

BONUS PROMOTION! Opt into the Shelf Awareness Holiday Emails going to readers throughout California through participating bookstores.

EXPLANATION: This exciting new promotional feature puts your title in front of thousands of California's most active readers. The added charge per title is \$150.
NOTE: Titles of publishers who have submitted 12 or more titles for the One California Holiday program will be automatically included.

THE MORE TITLES, THE MORE PROMOTIONAL BENEFITS!

3+ TITLES: JOLLY BENEFITS occur with 3 titles minimum, includes featured presentation of titles in daily social media posts (reposted by stores)

5+ TITLES: MERRY BENEFITS happen with 5 titles minimum, includes the benefits of Jolly plus titles featured in targeted Facebook ads throughout California

12+ TITLES: HOHOHO BENEFITS accrue with 12 titles minimum, includes the benefits of Merry, plus titles featured in print Gift Guide ads and shelf talkers produced for stores, plus automatic inclusion in Shelf Awareness email promotion to readers

CONTACT FOR QUESTIONS: Vicki DeArmon, Coordinator of One California Catalog & Campaign Programs, 707-776-7284, sparksfly@nciba.com

#EVERYONEGETSABOOK





HERE'S WHAT OUR BOOKSTORES ARE SAYING ABOUT THE 2018 HOLIDAY CAMPAIGN

“California’s Holiday book campaign was professionally run, branded and marketed for maximum bookseller and publisher exposure. This is how these campaigns should work. Our holiday sales were up 11% over the previous year - mainly because of how integrated the marketing outreach was handled and deployed.”
—Maureen Palacios, Once Upon a Time

“It serves as a tangible way to validate holiday spending on books and several customers for the first-time purchased gifts for everyone on their lists at the store.” —Robert Turner, Café con Libros Press

“The holiday catalog campaign was the most organized, comprehensive and unified campaign ever! It successfully accomplished getting the message across that independent bookstores are still alive and well, and have much to offer their communities!”—Cynthia Fernandez, Owner, Pilgrim’s Way

“To be able to provide my customers in our small town with such a professional, easy-to-use, gorgeous holiday catalog was invaluable. People came in whom had never known we “had a bookshop in town” and the shelf talkers helped people pick up and purchase titles they may not have looked at before. The holiday catalog is an amazing tool and we appreciate it!” —Anne Driscoll, Branches

“Once again the NCIBA & SCIBA Holiday Catalog was at the forefront of our fourth quarter marketing efforts. This high-quality sales aid is anticipated by customers and the additional back end support makes it easier than ever on staff.” —Michael Russo, Russo’s Books

“The large ads in The New Yorker and the LA Times were instrumental in driving in new customers. Many brought in the ads with them.” —Linda Schmenk, Lido Village Books

“The graphics and layout of this year’s catalog were exceptional—pretty and appealing—made you want to look inside. We really like the upside down for kids books format. We discovered books we somehow had missed in our front list orders that went on to be shop best sellers. —Jude Sales, Readers’ Books

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