

# How Much Book Promotion Can \$50 Buy?

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## THE 2009 IBPA CATEGORY BUYING HANDBOOK

**In Print:** Your title will be listed in the Category Buying Handbook section of The 2009 IBPA Resource Directory sent to more than 10,000 industry professionals. Here is just a sample of where it will be seen:  
 A direct mail piece to 4,000 acquisition librarians at public libraries throughout the U.S.  
 The 2009 BookExpo America Show in New York, NY, May 2009  
 The 2009 American Library Association Show in Chicago, IL, June 2009  
 The 2009 Frankfurt International Bookfair in Frankfurt, Germany, October, 2009  
 Plus fall regional booksellers shows throughout the U.S. and more!!

**Online:** Your title will be listed in the Category Buying Handbook at the IBPA website (www.ibpa-online.org) currently attracting 50,000+ visitors per month, viewing more than 500,000 web pages seeking information on books!

Each title will be listed alphabetically by category for a fee of \$50 per title/per category. Listings will be typeset by IBPA and will include: Title, Author, ISBN, Price, Distributors and an annotated description, along with information about your company.

Publisher advertisers in The 2009 IBPA Resource Directory will receive one FREE listing in this section.  
 For more information on display advertising contact Lisa Krebs at Lisa@ibpa-online.org or (310) 372-2732

Simply choose the following category listing for each title and fill out the form below. Each title must have a separate form; duplicate this form as needed. Please check appropriate category(ies). Use an extra page if needed. **Deadline: 9/30/08 extended to 12/15/08.**

### CATEGORY CHOICE (You may list your title more than once at a fee of \$50 per category).

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Antiques/Collectibles   | <input type="checkbox"/> Fiction                  | <input type="checkbox"/> Memoirs              | <input type="checkbox"/> Regional               |
| <input type="checkbox"/> Architecture            | <input type="checkbox"/> Finance/Personal Finance | <input type="checkbox"/> Metaphysical/New Age | <input type="checkbox"/> Religion               |
| <input type="checkbox"/> Art/Photography         | <input type="checkbox"/> Games                    | <input type="checkbox"/> Multicultural        | <input type="checkbox"/> Science                |
| <input type="checkbox"/> Autobiography/Biography | <input type="checkbox"/> Gardening                | <input type="checkbox"/> Music                | <input type="checkbox"/> Self-Help              |
| <input type="checkbox"/> Body, Mind & Spirit     | <input type="checkbox"/> Gay/Lesbian              | <input type="checkbox"/> Nature & Environment | <input type="checkbox"/> Senior Issues          |
| <input type="checkbox"/> Business & Economics    | <input type="checkbox"/> Health & Fitness         | <input type="checkbox"/> Parenting            | <input type="checkbox"/> Sidelines/Calendars    |
| <input type="checkbox"/> Career                  | <input type="checkbox"/> History                  | <input type="checkbox"/> Performing Arts      | <input type="checkbox"/> Social Sciences        |
| <input type="checkbox"/> Children's              | <input type="checkbox"/> House & Home             | <input type="checkbox"/> Pets                 | <input type="checkbox"/> Sports & Recreation    |
| <input type="checkbox"/> Coffee-table (Gift)     | <input type="checkbox"/> How-To                   | <input type="checkbox"/> Philosophy           | <input type="checkbox"/> Travel                 |
| <input type="checkbox"/> Computers               | <input type="checkbox"/> Humor                    | <input type="checkbox"/> Poetry               | <input type="checkbox"/> True Crime             |
| <input type="checkbox"/> Cookbooks/Cooking       | <input type="checkbox"/> Juvenile Fiction         | <input type="checkbox"/> Political Science    | <input type="checkbox"/> Women's Issues         |
| <input type="checkbox"/> Crafts & Hobbies        | <input type="checkbox"/> Juvenile Nonfiction      | <input type="checkbox"/> Psychology           | <input type="checkbox"/> Writing/Communications |
| <input type="checkbox"/> Education               | <input type="checkbox"/> Law                      | <input type="checkbox"/> Reference            |   |

Title \_\_\_\_\_ Author \_\_\_\_\_

ISBN \_\_\_\_\_ Price \_\_\_\_\_

Distributors/Wholesalers (no more than 3) \_\_\_\_\_

Publishing Company \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Website Address \_\_\_\_\_

Description (not to exceed 15 words) \_\_\_\_\_

Please bill my VISA / MC / AMEX (circle one) # \_\_\_\_\_ Expiration Date \_\_\_\_\_

FOR PUBLISHER AD RATES: See attached form or contact Lisa Krebs Total Charge \$ \_\_\_\_\_

Return form to: Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266  
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