

Find out what more than 3,000 members already know:

IBPA Helps Independent Publishers Succeed— No Matter What Their Size

TOP 10 Reasons Why YOU Need IBPA

1

Get advice from your own personal publishing consultant. Got a problem or concern? Not sure where to go to get information? IBPA staff people are always available to answer any questions you have, and if they don't know the answer, they will find it for you. Why pay \$150 an hour for a consultant when you can find answers—for free—as an IBPA member?

2

Sell more books—by using the hands-on tips you'll find each month with your free subscription to the *IBPA Independent*. Consistently voted the number one benefit of IBPA membership, IBPA's monthly journal is full of specific and practical advice by publishers for publishers. Plus, the *Independent* archives provide you instant access to information on publishing topics that you need to know NOW.

3

Sell more books—directly. Whether you publish 1 book or 100+, IBPA's cooperative marketing programs introduce your title(s) to librarians, bookstores, book reviewers, schools and more target markets through professional print and electronic direct mailings at a cost hundreds of dollars less than what you would spend on your own.

4

Sell more books—at industry trade shows. Don't spend \$1,000+ on travel, hotels, food and booth space when you can display your books to qualified buyers in the IBPA-staffed booths at the major industry trade shows.

5

Sell more books—by learning from IBPA educational programs. IBPA has been educating publishers for more than 25 years—we know what you need to know to achieve and succeed. Attending IBPA in-person educational events such as our annual Publishing University and webinars through our Publishing University Online can bring you to another level as you learn new skills and make key contacts.

6

Save \$1,000s. Discounts from IBPA partners on shipping, email newsletter creation, social media strategies, marketing and promotion services and more of what you need now will save you many times the cost of membership. Check out the complete list of benefits at ibpa-online.org.

7

Make a difference in your publishing community. Being a member of IBPA makes you a part of the largest organization for independent publishers in the world. IBPA promotes the interests of independent publishers and steps up to the plate when it's time to advocate in the industry on your behalf. Through IBPA's strength in numbers, you have clout—your voice is heard.

8

Meet and network with real people in the industry—in person and online.

As an IBPA member you're never alone. Through our online communities on Facebook, LinkedIn and Twitter you can share advice and network with your colleagues from the comfort of your own office. And if face-to-face interaction is more your style, IBPA offers you the opportunity to join more than 20 of our regional affiliates where you can meet publishers just like you—up close and personal.

9

Save time. IBPA has the tools and resources to guide you in the right direction when you need ideas and know-how, including the marketing programs to relieve you of clerical chores so you can do what you do best—plan your work and work your plan.

10

Invest in your future. IBPA doesn't just help sustain publishers—we are constantly looking ahead toward the next generation of the profession and taking steps that make sense for your future. Publishing is changing and expanding at the speed of light. IBPA membership not only helps keep you up. IBPA helps you stay one jump ahead.

Visit ibpa-online.org or
call Lisa Krebs at 310-546-1818 to learn more



5

WAYS IBPA MEMBERS SAVE

- **Attending publishing education seminars and conferences.** IBPA members save \$100 on the annual Publishing University held immediately before BookExpo America, and have the potential of another \$100 savings on Publishing University Online webinars. By the time our members have attended one Publishing University and 2 webinars, membership has more than paid for itself.
- **Becoming part of the IBPA community.** With access to IBPA's more than 20 affiliates, plus a direct line to the IBPA office and conversation through Facebook and Twitter, there's no need to spend time and money building a network of peers—at IBPA, members have a built-in network just waiting for them. In person or online, there are numerous ways to learn from each other and explore new business opportunities.
- **Participating in IBPA Cooperative Marketing Programs.** Whether it's reaching thousands of libraries and retailers through IBPA's new electronic catalogue marketing with Ingram Book Company or via print catalogues through IBPA's Public Library Mailing, IBPA offers a variety of book marketing programs to suit your budget—and for \$1,000s less than you would spend if you were going it alone. Visit ibpa-online.org for more details and learn how your IBPA membership exposes your titles to a larger audience than you would be able to reach cost-effectively on your own.
- **Getting a free subscription to the IBPA *Independent*.** Normally \$60 a year, the monthly *Independent* is free for members. It keeps you up to date on industry trends and offers tips and hands-on advice on every aspect of publishing. No need to spend time searching the Internet for information on publicity, marketing, social networking, media lists, etc. Your publishing guidebook is included in your IBPA membership.
- **Saving more than 30 different ways on industry services.** Members can save on everything from delivery services, to liability insurance, website creation, social media services, publicity, wholesaler services, and much more. Check at ibpa-online.org to learn specifics about how discounts on services you use every day will more than pay for membership.

JOIN IBPA TODAY ONLINE at www.ibpa-online.org/Welcome.aspx or fill out the following:

Company _____
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PAYMENT

Enclosed is my check for \$_____. Please make check payable to **IBPA** for a full year's membership which includes 12 issues of the *IBPA Independent* (\$60 for non-members). Or pay with Mastercard, Visa or AMEX:

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100+ employees	\$435	\$615