

# Independent Book Publisher? NEED HELP?

For over 20 years,

PMA, The Independent Book Publisher's Association, has supported the independent publishing community.

Let us help *YOU* achieve and succeed.

## Get PMA!

## What's In It For You?

*Here's why more than 4,000 independent publishers belong to PMA*

- ▶▶ Participation in **cooperative marketing programs** introduce your product to librarians, bookstores, book reviewers, schools and other target markets through affordable direct mailings.
- ▶▶ **Discounts from PMA vendors** on shipping, medical and liability insurance, advertising, major trade magazines, and more save you many times the cost of membership.
- ▶▶ **PMA vendors** serve the independent publishing community, support our organization, and **are uniquely positioned to meet your needs.**
- ▶▶ **Major exposure of your titles** to major buyers at a minor cost when you place your book in the PMA booth at all major industry trade shows.
- ▶▶ **Education** by more than 190 instructors and networking with more than 500 of your fellow publishers at the annual **PMA/BEA Publishing University**. Publishing University offers an unequalled opportunity to attend more than 70 classes on all facets of publishing.
- ▶▶ **Advocacy in industry issues** and concerns such as returns and distribution.
- ▶▶ **Networking with publishers** in your region. More than 20 PMA affiliates all over the U.S. offer you the opportunity to benefit from the experience of publishers with similar concerns.
- ▶▶ **Recognition for your books.** The PMA-sponsored Benjamin Franklin Awards™ celebrate the best books of the year from independent presses.
- ▶▶ National and international distribution for your books through **PMA's Trade Distribution program.**

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