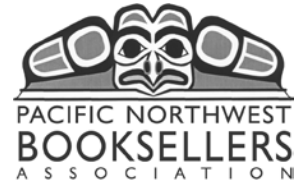


# Publisher Contract

# 2009 PNBA Spring Catalog: *Leafing Out*



### Sales & Production Contact

Brian Juenemann  
 PNBA Marketing Director  
 214 E 12th Avenue  
 Eugene, OR 97401-3245  
 T: 541-683-4363  
 F: 541-683-3910  
 E: brian@pnba.org  
 W: www.pnba.org

Publisher \_\_\_\_\_ PNW Sales Rep \_\_\_\_\_

Account Contact \_\_\_\_\_ Job Title \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

Production Contact \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

*\*exactly as to be credited in catalog*

## Advertising Order

*(feel free to use two lines or accompanying sheet)*

*Imprint	Title / Age Range (YA, Kids only)	Author, Illustrator	EAN (no dashes)	Bk Price	On Sale Date	Rate (back)


### Contracts, images, copy and payment due February 11.

\*Email copy to brian@pnba.org, or attach to contract. See specs on flip-side. We edit to fit if allowable word count exceeded.

\*Send jacket images, full-size, min. 300 pixels per inch (no web-res), as a tif or jpg via email to: brian@pnba.org, or mail a CD.

\*Please send a copy of each book for fact-checking and review.

## 2009 PNBA Spring Catalog: *Leafing Out* Rates, Deadlines & Details

Ad Rates and Specs		Materials	Contract Terms													
<ul style="list-style-type: none"> <li>• <b>Standard: \$650</b> (ad 1); <b>\$600</b> (ads 2- 3); <b>\$500</b> (ads 4+) (Standard ads consist of one 2"-3" high cover image, title, contributors, 25 words descriptive copy and publisher/imprint)</li> <li>• <b>Regional Standard: \$500*</b></li> <li>• <b>Cover Spot: \$900</b> (jacket repeated on first inside page w/ specs and 40 words descriptive copy)</li> <li>• <b>Bonus:</b> Place a skyscraper or insertion banner ad supporting your title(s) in our March, April or May <i>Footnotes</i> e-newsletter for <b>\$100!</b> (\$200 value, contact or see ad rate card for specs)</li> </ul> <p>* To qualify for the Regional Rate, please contact Brian. Regional spots are offered to independent publishers in PNBA's member region—Alaska, Idaho, Montana, Oregon, Washington and British Columbia.</p>		<ul style="list-style-type: none"> <li>• <b>Book Cover Art:</b> Email jacket image; full-size, 300dpi min, as a tif file or hi-res jpg; or send CD.</li> <li>• <b>Copy:</b> Email 25 words (40 for cover spots) of finished copy for publication.</li> </ul> <p style="text-align: center;"><b>Email: <a href="mailto:brian@pnba.org">brian@pnba.org</a></b></p>	<p><i>Leafing Out</i> is designed to feature new 2009 titles. No title can be included with a release date later than May, 2009.</p> <p>Notify PNBA if your title's publication date is cancelled or delayed. We will allow the substitution of another title if the production schedule permits. If it is not possible, the original title will be printed in the catalog with the publisher accepting responsibility for the full cost of the unit. No changes can be accommodated after March 1, 2009.</p> <p>Payment for contracted space will be made within 30 days from invoice. A finance charge of 1% (12% annual) per month will be charged on balances due.</p>													
Promotion	Dates & Deadlines	Payment	<p>Purchase of ad space in the PNBA Spring Catalog is an outright purchase of space. In the event of a breach of contract or non-performance, the publisher agrees to pay all collection costs and attorney's fees. PNBA and its production agencies shall not be liable for any failure to publish or circulate all or part of the catalog due to strikes, work stoppages, accidents, fire, acts of God or any other circumstance not within PNBA control.</p> <p>PNBA and its production agencies shall not be liable for any errors or omissions in advertisements as published. In the event that PNBA negligently fails to run a confirmed advertisement, its maximum liability will be limited to the amount of the payment of the advertisement.</p> <p style="text-align: center;"><b>PNBA Reserves the Right to Reject Any Title.</b></p>													
<ul style="list-style-type: none"> <li>• <b>400,000+ Catalogs Circulated</b></li> <li>• Member stores receive Free Spring Catalogs</li> <li>• Reimbursements paid to stores for local paper insertion</li> <li>• Store promotion incentives</li> <li>• PNBA website feature</li> <li>• <i>Leafing Out</i> is designed by the same team that produces the annual PNBA Holiday Catalog</li> </ul>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Signed Contract</td> <td style="width: 30%;">Feb 11</td> </tr> <tr> <td>Payment</td> <td>*Feb 11</td> </tr> <tr> <td colspan="2" style="font-size: small;">*30 days from invoice, when required</td> </tr> <tr> <td>Copy &amp; Images</td> <td>Feb 11</td> </tr> <tr> <td>Review Copies</td> <td>Feb 11</td> </tr> <tr> <td>Changes</td> <td>March 1</td> </tr> <tr> <td>Catalog Drop Date</td> <td>March 25</td> </tr> </table>	Signed Contract		Feb 11	Payment	*Feb 11	*30 days from invoice, when required		Copy & Images	Feb 11	Review Copies	Feb 11	Changes	March 1	Catalog Drop Date	March 25
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