

Make Your 2008 Plans Now!

Catholic Bestsellers Poster MONTHLY INSERT PROGRAM

to the Top 475 Catholic Bookstores

- Each month the Catholic Bestsellers poster is mailed to 475 top Catholic trade accounts throughout the U.S. and Canada.
- **Bookstores are contacted twice each month prior to the poster mailing:**

**COMMUNICATE
with Catholic
booksellers.**

•
**Give
EXTRA VISIBILITY
to your new
titles.**

•
**PROMOTE
your publishing
program.**

- 1) The forthcoming month's Catholic Bestsellers are e-mailed to approximately 750 bookstores about mid-month.
 - 2) When the poster is mailed, the bookstores are alerted to publishers and features of each insert. (See over for sample e-mail.)
- Mailed with the new Catholic Bestsellers Poster each month, your promotional announcement will arrive in a package that has impact, commands attention, and is opened promptly!
 - Outside envelope is imprinted: "Dated Material: **New Catholic Bestsellers Poster plus Publisher Announcements.**"
 - Flyers (up to 8-1/2 x 11 folded - either in half or tri-folded) printed on lightweight offset or coated stock or Postcards (no larger than 6 x 9).
 - Larger or heavier pieces accepted. Call for rates.
 - Discounts for multiple-month contracts within any 12-month period.

Rates

for single insert

1-time \$265	6-time \$225
3-time \$245	9-time \$205

- 500 inserts are due the 7th of the prior month.
- Printing can be arranged. Call for details.

2008 Reservations

- | | | | | | |
|-----------------------------------|--------------------------------|-------------------------------|---------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> March | <input type="checkbox"/> May | <input type="checkbox"/> July | <input type="checkbox"/> September | <input type="checkbox"/> November |
| <input type="checkbox"/> February | <input type="checkbox"/> April | <input type="checkbox"/> June | <input type="checkbox"/> August | <input type="checkbox"/> October | <input type="checkbox"/> December |

Name _____ Phone _____

Publisher _____ E-mail _____

Direct all orders and inquiries to:

Roth Advertising Inc.

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The Catholic Bestsellers Poster is a program of the Catholic Book Publishers Association.

Advertisers include:

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Catholic Book Publishing
Center of Concern
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Thomas More
Twenty-Third Publications
U.S. Catholic Conference
WhipperSnapper Books
Witness Ministries
The Word Among Us
World Library Publications



SAMPLE E-MAIL TO BOOKSTORES

SENT AT THE SAME TIME THE POSTER MAILS

The [poster date] CATHOLIC BESTSELLERS poster was mailed [date] with inserts from:

ACTA Publications - Fall 2007: featuring “The Geography of God’s Mercy: Stories of Compassion and Forgiveness” by Patrick Hannon; “We Dare to Say: An Adventure in Journaling” by Kenneth Trainor and “A Healing Year: Daily Meditations for Living with Loss” by Alaric Lewis

Pauline Books & Media - New Release! “John Paul II: My Beloved Predecessor” by Joseph Ratzinger/Pope Benedict XVI, edited by Elio Guerriero. Features a special full-color photo insert and a foreword by John L. Allen, Jr.

St. Anthony Messenger Press / Servant Books - New from Servant Books!: Discover Jesus in the Old Testament featuring “Genesis to Jesus” by Kimberly Hahn and Michael Barber and “Jesus of Israel: Finding Christ in the Old Testament” by Fr. Richard Veras

World Library Publications - A new children’s ABC book by award-winning artist and author Michael O’Neill McGrath: “Jesus A to Z” - a great new baby gift, baptism gift, Christmas gift, first-day-of-school gift!

The monthly Catholic Bestsellers poster is a project of the Catholic Book Publishers Association administered by Roth Advertising Inc.

If you did not receive your Catholic Bestsellers poster or would like to receive it free each month:

Contact: Carol Myers carol@rothadvertising.com