

SUMMER BOOKS 2022

February 2022

Dear Bookseller

Following on from the success of the inaugural Summer Books catalogue last year, we are pleased to offer again the catalogue for this year.

The Summer Books catalogue is a joint venture between the Booksellers Association and Nielsen in partnership with Gardners. We're aiming for the catalogue to arrive into bookshops the week commencing 16th May (just after we announce the shortlist for the Indie Book Awards on Friday 13th May).

Following another successful year for the Booksellers Association's Christmas Books catalogue we are pleased to offer the following for Summer Books:

- Subsidy for **door-drops** sponsored by National Book Tokens
- Free **advert templates** and **subsidy for local consumer advertising**
- Free **Summer Books social media assets** for you to use to promote your shop and the catalogue
- Option to include your **Bookshop.org QR code** on your back cover overprint
- Introduction written by **Sarah Winman**
- Free **catalogue dispenser** and POS
- Free **digital edition of the catalogue** through the Book2Look widget advanced marketing tool

The titles featured in the Summer Books catalogue will be chosen by independent booksellers specifically for indie bookshops and their customers: an important message that is supported and promoted by Books Are My Bag, the BA's consumer-facing campaign. The cost is £85 per 1,000 copies (more pricing options can be found overleaf).

Smaller quantities of non-overprinted catalogues (without your shop's overprint on the front or the back covers) will be available to order from Gardners.

Make sure that you get the best out of Summer this year: order your copies of the new Summer Books catalogue now by returning the order form to sharon.benton@booksellers.org.uk or post to: Sharon Benton, Booksellers Association, 6 Bell Yard, London WC2A 2JR by **1 April 2022**. The forms are editable so you can complete them online and email a copy back.

Emma Bradshaw

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**BOOKS
ARE MY
BAG**
#ChooseBookshops

ORDER FORM

ORDER DEADLINE: 1 April 2022

BOOKSHOP DETAILS:

Bookshop name: _____

Address: _____

Website: (please ensure this is completed to take advantage of the Book2Look widget) _____

Contact name (please print): _____

Telephone: _____

Mobile: _____

Email: _____

Date: _____

I have read the terms and conditions of entry (see p3)

Please return your completed order form by **1 April 2022 at the latest** to Sharon Benton, The Booksellers Association, 6 Bell Yard, London WC2A 2JR sharon.benton@booksellers.org.uk

DELIVERY

Please deliver all catalogues to the shop during the w/c 16th May. If you require your catalogues to be delivered on a specific date between 16-22nd May, please state this here: _____

Please note any delivery instructions: _____

Catalogues will be delivered w/c 16th May 2022. If you require delivery on a specific day during that week, or cannot take delivery on a specific date, please indicate this where requested above, otherwise this may not be possible to arrange. Deliveries can only be made between 16-22nd May 2022.

or

I require more than one delivery or am delivering to a distribution centre. Please send me a Delivery Details Form, to be returned by 15th April 2022.

ARTWORK

I would like to use last year's artwork from the Summer Books Christmas Books catalogue.

Note: You will be emailed a proof of your previous artwork. You will be able to make changes if needed.

All references to the year or season will be updated automatically, but specific dates will not.

or

I would like to use last year's Summer Books Christmas Books artwork with amendments. I will email/send amendments by 15th April 2022. Please email me a copy of last year's artwork.

or

I would like completely new artwork. Please send me an Artwork Instructions Form, to be returned by 15th April 2022.

I would like to include my **Bookshop.org** QR code on my back cover overprint.

ADDITIONAL OPTIONS

I am interested in the door to door distribution subsidy, please send me more details.

I am interested in the local newspaper advertising subsidy, please send me more details.

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You will be provided a link to Nielsen Book2Look which is a state of the art digital marketing tool which enables books' promotional material to be shared digitally. You can promote the Summer Books Catalogue via social media and across the web, allowing a whole new audience to discover what you have to offer. Customers are able to share the Summer Books Catalogue they love with their friends in the Social Networks. Each Bookshop taking the Catalogue will receive their own customized Book2look widget with your shop link, your overprint details and links to your Social Media pages. A link can also be added to your online website in the shopping cart area. In order to facilitate this please send in:

1. Hi-Res Logo (if you have one)
2. Website link to your shop (Required) _____
3. Any URL's for social media links up to 4 _____

Any questions or queries on this, please contact help.book@nielseniq.com
Please **do** supply your website information to facilitate use of this widget.

COSTS – Summer Books Catalogue:

- 300 copies £50
- 500 copies £70
- 1000 copies £85

Likely catalogue specifications: 210mm x 148mm; full colour throughout; 40pp plus a 4pp cover;
For additional personalisation information and costs, contact mcintyre.heather1@gmail.com

I would like _____ copies of **Summer Books catalogue 2022** overprinted with my details.

TERMS & CONDITIONS OF ENTRY

By filling in and returning this form, you agree the following:

1. All booksellers ordering and using **Summer Books 2022** will stock the titles featured in the catalogue, subject to availability.
2. It is the responsibility of the dispatch company to deliver your catalogues onto the premises detailed in your address information. However, they are within their rights to refuse to carry your consignment for any distance within the premises which they may consider unreasonable.
3. All order shortfalls must be notified in writing to Sharon Benton at the BA no later than 7 days after delivery of the catalogues to your shop, on sharon.benton@booksellers.org.uk The BA/NB will only be liable, on proven claims, for the replacement value of the catalogues at cost.
4. Full delivery information must be supplied to the BA no later than **15th April 2022**. This includes the delivery address written in full, a telephone number and contact name at the delivery address. It must also include any specific delivery dates, times or restrictions and special instructions if the delivery needs to be booked in prior to dispatch.
5. If a phone call before delivery is required, please note that the delivery company will only be able to ring once so staff should be fully briefed on suitable/unsuitable delivery times. A contact name and number where someone will always be available, mobile/home telephone numbers should be included with your delivery information.
6. Failure to advise the BA of full delivery information and specific delivery requirements by 16th April may result in our inability to meet your requests or extra delivery charges to you being levied.
7. Failure to accept a delivery if a time/day/restriction is not specified will result in the bookseller being charged for the second delivery.
8. In the event of our failure to deliver some, or all, of your catalogues, or their being damaged, BA/NB will only be liable to refund the cost of the lost or damaged catalogues and not any consequential losses incurred.
9. If you cancel your order please note that you will be liable for any costs incurred to date.