

BOOKSELLER ARTWORK INSTRUCTION FORM

DEADLINE 29TH JULY 2022

Please return this form and any artwork supplied by **29th July 2022** to:
mcintyre.heather1@gmail.com or if you have problems with doing this then please post them to
Sharon Benton, Marketing Manager, Booksellers Association, 6 Bell Yard, London WC2A 2JR

Please indicate the following as required:

- I would like completely new artwork, and am attaching all necessary images and copy.
- I would like to use a standard layout and/or standard copy as indicated.
- I would like to include the National Book Tokens logo.
- I would like to include the following National Book Tokens copy: *Not sure what to give to the booklover in your life? A National Book Token gives them the pleasure of choosing for themselves, in their favourite local bookshop. National Book Tokens have been inspiring booklovers since 1932 and are accepted in all good bookshops throughout the UK and Ireland. Give them a gift beyond words!*
- I would like to use my Bookshop.org QR code on my back cover overprint.
- I would like to include the Bookshop.org copy: *Another way to support us – visit our shop on Bookshop.org*
Please note that Bookshop.org will supply us with your QR code.
Please note that the free customization is for black and white image and text. Colour personalization options are available at an extra cost.

Contact details re artwork:

Main contact name: _____
Email: _____
Telephone: _____
Mobile: _____
Alternative name: _____
Preferred contact times: _____

Front cover copy:

The space available is 35mm deep x 60mm wide. **Please fill in your shop name exactly as it should appear or supply a logo.**

Shop name: _____

Back cover copy:

The space available is 190mm deep x 128mm wide. **Please fill in the shop details exactly as you wish them to appear.**

Shop name: _____
Address: _____
Telephone: _____
Website: _____
Email: _____

CHRISTMAS BOOKS 2022

**BOOKS
ARE MY
BAG**
#ChooseBookshops

If you wish to use a standard layout, please indicate below which you would like to use.

You may, of course, supply your own copy and layout options. If you have questions about personalized options, please contact mcintyre.heather1@gmail.com

STANDARD LAYOUT

- I would like to use standard layout A, featuring my shop or a map to help readers find it.

<p>BOOKSHOP NAME</p> <p>Address Telephone Email Website</p>
<p>SHOP IMAGE, LOGO OR MAP</p>
<p>Standard or personalised text:</p> <ul style="list-style-type: none">•Duis aute irure dolor in repre•Henderit in volupte velit ess•Cillum dolore eu fugiat nulla•Excepteur sint occaecat

<p>THE FAMILY BOOKSHOP 58 The Broadway, Thatcham, RG19 3HP Telephone: 01635 871777 Email: shop@familybookshop.co.uk Website: www.familybookshop.co.uk</p>  <p>Our catalogue tells you about a special selection of this year's most enticing books. Come along to our shop to look at all the titles we have in stock – you are certain to find something inside to suit everyone on your Christmas present list.</p> <p>At our shop we offer:</p> <ul style="list-style-type: none">• books to suit every taste and every pocket;• special offers and features;• advice to help you with the person who is hard to please;• information about what is in print and help with getting it if it is not in stock. <p>We are open from 9.00 to 5.30 Monday to Friday 9.00 to 5.00 Saturday</p> 

- I would like to use standard layout B, listing a range of goods and services that we offer.

<p>BOOKSHOP NAME or LONG LOGO</p> <p>Address Telephone Email Website</p>
<p>Standard or personalised text:</p> <ul style="list-style-type: none">•Duis aute irure dolor in repre•Hender in voluptate velit ess•Cillum dolore eu fugiat nulla•Excepteur sint occaecat•Duis aute irure dolor in repre•Henderit in voluptate velit•Cillum dolore eu fugiat nulla•Excepteur sint occaecat cupid atat non proident

 <p>Be sure to call in at our shop in the run-up to Christmas!</p> <p>We will give you lots of help for this busy season and lots of bargains at an expensive time of year.</p> <p>Come to us for:</p> <ul style="list-style-type: none">• instant information on books in print• free fast book ordering service• postage and gift wrapping service• special offers and discounts• book tokens• CDs, diaries, calendars, gift wrap and cards  <p><i>The Bookcase – more than just a bookshop</i></p> <p>50 Main Street, Lowdham, Nottingham, NG14 7BE Tel: 0115 966 4143 Fax: 0115 966 3219 Email: janestreeter@thebookcase.co.uk www.thebookcase.co.uk www.nottinghambooks.co.uk</p>

- I would like to go for option C – and have supplied my own layout – copy and artwork are attached.

STANDARD COPY

Please see the three standard copy options below, and indicate which you would like to use.

■ I would like to use Standard Copy 1

Our catalogue tells you about a special selection of this year's most enticing books. Come along to our shop to look at all the titles we have in stock – you are certain to find something to suit everyone on your Christmas present list. At our shop we offer:

- books to suit every taste and every budget
- special offers and featured titles
- personalised advice to help you find the perfect book for everyone
- fast ordering service to get any title you want as long as it is in print

We are open from

[please supply details]

Special Christmas opening hours are

[please supply details]

■ I would like to use Standard Copy 2

Be sure to call in at our shop in the run-up to Christmas! We will give you lots of help for this busy season, and lots of bargains at an expensive time of year. Come to us for:

- instant information on books in print
- free fast book ordering service
- postage and gift wrapping service
- special offers and discounts
- Book Tokens
- CDs, diaries, calendars, gift wrap and cards

■ I would like to use Standard Copy 3

This catalogue contains just a small selection of the thousands of books we have in stock, with new titles arriving every week. We have books to suit every taste and every pocket: do come and visit us to browse through our full range. If you are not exactly sure what to give someone as a gift, we are always happy to advise and usually will be able to order any book you require which is not in stock. Do remember, however, to order early as popular titles will often sell out well before Christmas.

This Christmas, make the most of your local bookshop – you will be amazed at how much we can offer. We take all credit cards.

■ I have supplied my own copy in a Word document or an email body.

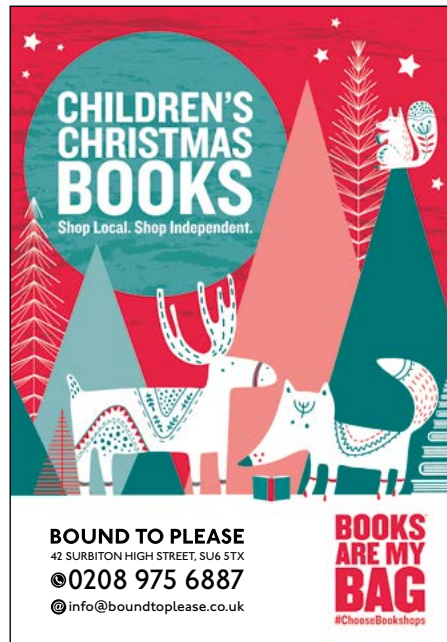
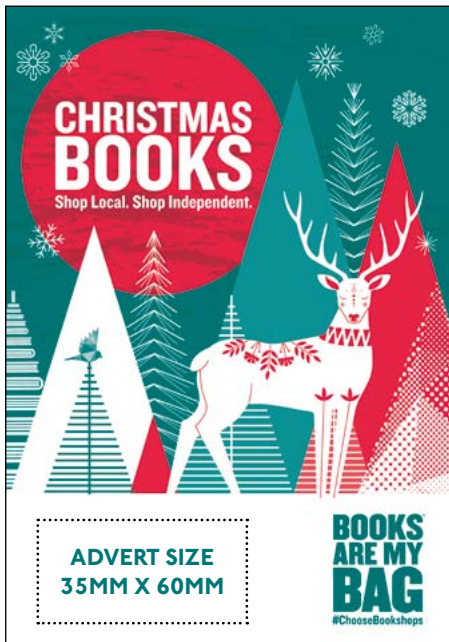
Note: If you would like to personalise any of the standard copy, please email mcintyre.heather1@gmail.com with any changes.

CHRISTMAS BOOKS 2022

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SIZING FOR FRONT COVER EXAMPLES

The following examples show the **ADVERT SIZE** area for your personal branding and how you could possibly utilise this space to optimum effect.



2021 cover design shown

Artwork supply instructions:

Please read the notes below before completing this form and retain a copy for your records.

1. We can only obtain a good reproduction from a high quality black and white digital original.
Artwork supplied as a printout or a photocopy cannot be accepted. Please supply artwork in Adobe CC (Illustrator, InDesign, Photoshop), PDF, PSD (layered, if applicable), TIFF, JPG, PNG. If supplied as an InDesign file, please ensure all fonts and images (including logos) are supplied in separate folders on the disc or by email. **We cannot accept artwork in WORD, WORKS, PAGEMARKET or PUBLISHER.** Please email to mcintyre.heather1@gmail.com or on a disc to **Sharon Benton, Booksellers Association, 6 Bell Yard, London WC2A 2JR**
This must be clearly labeled with the name of your bookshop and the version of the design programme used, plus a contact phone number in case of problems.
2. Ideally artwork/logos should be as big or bigger as they are to appear on the catalogue. Smaller artwork will not reproduce well.
3. All artwork should be supplied in a hardbacked envelope marked with your shop name and should not be folded or creased.
4. If you are not supplying complete, final artwork then do not forget to indicate the preferred positioning of text, logos etc.
5. Photographs will not reproduce well and we would therefore advise you to provide a line drawing rather than a photograph of your shop, if required.
7. Please ensure that the text and instructions you supply are clear and correct, as any alterations requested later may be chargeable.
8. If you are supplying your own copy, please supply it as an electronic word document sent by email.