

CHRISTMAS BOOKS 2020

May 2020

Dear Bookseller

Following another successful year for the BA's Christmas Books catalogue, with more booksellers than ever rating it 'the market leader', and with the books in the catalogue performing well above average market through independent booksellers, we are pleased to offer:

- Free **front and back cover** customisation
- **Books Are My Bag** theme
- **National Book Tokens** support
- Subsidy for **door-drops**
- Free **ad artwork**, professionally designed
- Free Christmas Books **social media assets** for you to use to promote your shop and the catalogue
- Free **catalogue dispenser**
- Free **digital edition** of the catalogue through the Book2Look widget advanced marketing tool
- Subsidy for **local consumer advertising** (see attached flyer for more information)

Christmas Books titles are chosen **by** independent booksellers for independent booksellers and their customers: an important message that is supported by the Books Are My Bag theme. The cost is £80 per 1,000 copies (discounts available for higher orders – please see over for more details). **The minimum order quantity for overprinting has now been reduced to 300 copies** in an effort to reduce wastage and to encourage shops who only require small quantities to be able to take advantage of our overprinting facility. There is also a Children's catalogue available – again full details are on the next page.

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 Books.

Make sure that you get the best out of Christmas this year: order your copies of the 2020 Christmas Books catalogue now by returning the order form to Sharon Benton, Booksellers Association, 6 Bell Yard, London WC2A 2JR **by 10th JULY 2020**. Email for queries sharon.benton@booksellers.org.uk The forms this year are editable so you can complete them online and email a copy back. Alternatively, you can print them out and return them by post.

Emma Bradshaw

Emma Bradshaw
Head of Campaigns, Booksellers Association
T 020 7421 4656 F 020 7421 4641 E emma.bradshaw@booksellers.org.uk

**BOOKS
ARE MY
BAG**
#choosebookshops

ORDER FORM

ORDER DEADLINE: 10th July 2020

BOOKSHOP DETAILS:

Bookshop name: _____

Address: _____

Website: _____

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 **10th July 2020 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 by _____ (date).

Note: If no delivery date is provided, catalogues will be delivered from 2 October.

Please note any delivery instructions _____

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 5 August

ARTWORK

I would like to use last year's artwork with no amendments.

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 will be updated automatically, but specific dates will not.

or

I would like to use last year's artwork with amendments. I will email/send amendments by 29 July. 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 29 July.

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 Christmas 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 Christmas 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 _____
3. Any URL's for social media links up to 4 _____

COSTS

MAIN CATALOGUE:

- £50 for 300 overprinted
- £65 for 500 overprinted
- £80 for 1,000 overprinted
- £65 for every additional 1,000 overprinted copies

CHILDREN'S CATALOGUE:

- £35 for 300 overprinted
- £50 for 500 overprinted
- £65 for 1,000 overprinted
- £50 for every additional 1,000 overprinted copies

Likely catalogue specifications: 210mm x 148mm; full colour throughout; 64pp plus 4pp covers; 94 gms.

For additional personalisation information and costs, contact heather.mcintyre.consultant@nielsen.com

- I would like _____ copies of **Christmas Books 2020** catalogue overprinted with my details.
- I would like _____ copies of **Children's Christmas Books 2020** catalogue overprinted with my details

Note: The Children's Christmas Books Catalogue contains the same children's titles as the main catalogue.

TERMS & CONDITIONS OF ENTRY

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

1. All booksellers ordering and using **Christmas Books 2020** 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 **5th August**. 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 5th August 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.