



"Best of America's Independent Presses"

Promotional Programs From Quality Books Inc.

Flyers and Box Stuffers



National and State Shows



Quality Books Inc.
1003 W. Pines Road
Oregon, Ill 61061

Phone: 815/732-4450
Fax: 815/732-4499
www.quality-books.com



“Best of America’s Independent Presses”

Quality Books is the premier supplier of small press titles to our nation’s libraries. Your products are very important to our customers and actively promoting them is one of our highest priorities. Our representatives call on customers nationwide and personally present your titles to librarians. QBI is offering a number of affordable promotional opportunities that will add targeted impact and market exposure for your products. The programs and cooperative advertising fees are outlined below.

Flyer Program

This program is designed to have flyers sent out to targeted customers, top annotated accounts, rep sales kits and to all libraries with orders being shipped from QBI’s warehouse. The fee is \$.50 a piece for up to 500 pieces.

Quality Books Inc. will rotate the flyers monthly and the limit of participants per month will be 3. QBI asks that a vendor/ publisher does not participate every month to give other small press vendors/publishers a chance to participate in the program.

The flyer should be designed and printed by you and sent to QBI.

Requirements for the flyer:

1. Flyer must be a single page and can be printed on both sides.
2. Paper cannot be larger than an 8 ½ x 11 sheet.
3. Minimum quantity to participate is 250 flyers with a maximum of 500.
4. Vendor/publishers must list on the flyer “Available through Quality Books Inc. Order at 1-800-323-4241” with no other distributor’s information. Vendors/publishers can list their company information if they wish.
5. Fee is \$.50 a piece
6. Title(s) on flyer must be inventoried title(s) by QBI and no older to QBI than 6 months from received date in QBI warehouse.
7. Quality Books Inc. does not require our stock numbers to appear on the flyer, but for ordering purposes it would be helpful if they were listed on the flyer.

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National and State Shows

This program is designed to have literature and/or product presented in Quality Books Inc. booths at trade shows. Literature will be available to customers visiting our booth. Product will be displayed face-out at our booth. At the end of the show, the product will be donated to a library that has stopped to visit our booth.

Fees for this program are based on the size of the show (national or state).

Requirements for Trade Show Product:

1. National shows have a limit of 15 titles per show
2. National show fees for product are \$50 per title
3. State shows have a limit of 10 titles per show
4. State show fees for product are \$35 per title
5. Product is supplied by vendor/publisher and is non-returnable due to donations at the end of the show
6. Title(s) must be inventoried title(s) by QBI and no older to QBI than 6 months from received date in QBI warehouse. Exceptions do apply.

Requirements for Trade Show Literature:

1. National shows have a limit of 3 vendors/publishers per show
2. National show fees for literature are \$37 per vendor/publisher per show
3. State shows have a limit of 1 vendor/publisher per show
4. State show fees for literature are \$30 per show
5. Literature is supplied by vendor/publisher and is non-returnable
6. Literature quantity is 100 pieces. A combination of flyers, sell sheets, book marks, etc. is acceptable.
7. Literature such as flyers can be no larger than an 11 x 7 piece of paper folded in half
8. All literature must have listed on it “Available through Quality Books Inc. Order at 1-800-323-4241” with no other distributor’s information. Vendors/publishers can list their company information if they wish.
9. Title(s) on literature must be inventoried title(s) by QBI and no older to QBI than 6 months from received date in QBI warehouse. Exceptions do apply.

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			CO-OP DEADLINE (all publisher's materials must be received at the QBI office)
Spring Conferences 2012	Location	Date of Show	
Indicates National Show			
Public Library Association (PLA)	Philadelphia, PA	March 14-16	Feb. 13
Louisiana Library Association	Shreveport	March 21-23	Feb. 20
Tennessee Library Association	Knoxville	March 21-23	Feb. 20
Kansas Library Association	Wichita	April 11-13	March 12
Texas Library Association	Houston	April 17-20	March 19
Washington Library Association	Tulalip	April 18-20	March 19
Florida Library Association	Orlando	April 18-20	March 19
Alabama Library Association	Hoover	April 24-27	March 26
Utah Library Association	Salt Lake City	April 24-27	March 26
Long Island Library Association	Melville	May 3	April 2
Connecticut Library Association	Groton	May 7-8	April 9
Massachusetts Library Association	Worcester	May 8-10	April 9
Maryland/Delaware Library Association	Ocean City, MD	May 9-11	April 9
Book Expo	New York City	June 4-7	May 7
New Jersey Library Association	Atlantic City	June 5-6	May 7
American Library Association (ALA)	Anaheim, CA	June 21-26	May 21

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Cooperative Advertising Agreement

Vendor Number / Code: _____

Name Vendor / Publisher: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-Mail: _____

Contact Name: _____

Desired Co-op Program:

___ **Flyer Program**

___ **State Show(s):** List Show(s): _____

Choose:

Literature Display (\$30 per show) _____ Product Display (\$35 per show) _____

___ **National Show(s):** List Show(s): _____

Choose:

Literature Display (\$37 per show) _____ Product Display (\$50 per show) _____

Stock #(s): _____

Title(s): _____

Total Cost: _____

Method of Payment:

___ Credit card payment (see next page)

___ Invoice Vendor / Publisher

Authorized Signature: _____ Date: _____



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**QBI SERVICES REVENUE FORM
For Cooperative Advertising**

Credit Card Number: _____

Credit Card Expiration Date: _____

Total Credit Card Charge: _____

Printed Cardholder's Name: _____

Company Name: _____

City, State & Zip: _____

Phone/Fax: _____

PLEASE NOTE: There will be a \$25.00 service charge for refused credit card charges.

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