



NAIBA Author Tour Bookstore Profile

To participate in the NAIBA Publicity Program, where NAIBA places your store publicity kit online, please fill out & return this form to NAIBA. Open only to current NAIBA member retail bookstores

Store Name

Events Contact

Address

City/State/Zip

Phone

Fax

Email

Web site

Store Profile:

Stock specialties

Store Site (strip mall, street, etc)

Seating Capacity in-store

Seating capacity in commonly-used outside facility (please include name of facility)

BookSense Store?

Do you report sales to: BookSense?

New York Times?

Travel Information

(Please provide names & mileage)


Nearest Highway

Nearest Airport

Nearest Train station (and service provider)

Nearest Independent bookstores

Nearest chain stores

more probing questions 

Special Event Profile:

(You may wish to provide this information on your stores' letterhead)

Largest event held in last year (please explain event) Include number of books sold.

Most unique event(s) sponsored by store:

Local groups you work with (veterans, schools, community centers, libraries)

Event Specialty (ie: political or mystery writers, etc.)

Reading Groups that can tie-in?

Examples of merchandising efforts

Promotional Information

Media in your market (include readership or listeners)

Newsletter (distribution and frequency)

Email (distribution & frequency)

Print or Radio Ads (& frequency)

Participation in local print/radio/TV book segments

*Mail (do not fax) completed form to NAIBA • 2667 Hyacinth St. • Westbury, NY 11590 •
Ph:877-866-2422*