

Creative Advertising & Promo Alert for Booksellers – Vendor FAQ Sheet

“This is one of the most beneficial things I’ve seen so far! Thank you so much for making it available to us.” --Cindi, Ink Spell Books, NCIBA

What is The Creative Alert?

Publishers invest significant amounts of their marketing dollars designing promotional items - bookmarks, posters, event kits, etc - but getting these items into the hands of the people who can use them is a challenge. The Creative Advertising & Promo Alert is a monthly email to booksellers that allows you to list the materials you have available and allows stores to request items they are interested in using. Designed as a kind of “Advanced Access” for promotional and marketing items, each edition of the Creative Alert provides offers of professionally-developed materials, referenced by vendor, category, and type of item.

Along with bookmarks & posters, there are other materials that our booksellers would like to know about such as contests, event kits, authorless events, and other creative materials that you spend dollars on developing and shipping. The Creative Alert is a Call to Action to Booksellers to request the materials that they believe will be most valuable to them. Because booksellers email you directly to request the items they want, you are able to capture the emails of the stores that are most interested in your products.

For an example of a Creative Alert email, visit <http://www.sibaweb.com/creative.html>

This is a great opportunity for greeting card companies and other sidelines vendors to connect with independents and to get a sample of your wares into their hands.

Who can participate? Any vendor with promotional items they would like to offer to bookstores. This includes publishers, gift companies, business services, wholesalers, even nonprofit organizations. Individual authors may also participate.

What sort of items are allowed? All promotional items are allowed with the exception of review copies, books and galleys. Bookmarks, postcards, event kits, reading group guides, as well as contest information, displays, posters, and signage are all appropriate. You may also use this alert to announce new newsletters, website resources, or blogs.

What items are not allowed? The Creative Alert will not list offers of review copies, galleys, or ARCs in any format. Please visit the American Booksellers Association at www.bookweb.org for information on their Advanced Access program if you have review copies to distribute.

Are there any other criteria? All requests should include any parameters you choose. However, all offers must be FREE of charge, and not connected to any minimum purchase or order.

What is the cost? A basic listing is \$50 and includes a description of up to 250 words. An enhanced listing costs \$100 and also includes an image.

Who receives the Creative Alert? Every bookseller who is a member of one of the nine regional independent booksellers trade associations—that is a national audience of total of over 2500 bookstore emails!

Creative Alerts are sent out on a monthly basis. Listings must be paid in advance. To reserve a listing in the next alert, please send an email to alert@sibaweb.com.