



APPENDIX A

THE MONTHLY INDIEBOUND RED BOX MAILING PROGRAM

Designed to serve as a monthly “In-Store Marketing Action Kit,” the Red Box mailing (actually a white box with a large red sticker) contains the stores initial quantity of the latest Indie Next List flyers as well as other timely news and information from ABA and IndieBound.

For inclusion in the Red Box, ABA Publisher Partners are invited to provide marketing materials including but not limited to:

- Shelftalkers, easelbacks, bookmarks, posters, or other point-of-purchase items to promote those titles chosen as Indie Next List Great Reads or other recent or upcoming releases
• Sell sheets and/or catalog copy for any “off-the-list” titles
• Seasonal catalogs and/or order forms
• Special offers, notice of backlist promotions, etc.
• Any other news about titles, authors, tours, confirmed media appearances, etc.

The Red Box mailing is shipped within the first 12 days of the month to approximately 1100 IndieBound stores. The mailing is prioritized, based on the level of a store’s participation in IndieBound and ABA programs. The minimum quantity for inclusion in any mailing is 450 pieces.

Effective with the January, 2017 mailing, standard pricing for inclusion in all 1100 Red Boxes is as follows:

- A sell sheet or flyer \$335; \$.35 per piece for quantities less than 1100.
• A standard (4” x 6”) postcard \$185; \$.21 per piece for quantities less than 1100
• A large-format postcard \$220; \$.25 per piece for quantities less than 1100
• Shelftalker \$190; \$.22 per piece for quantities less than 1100
• Easelback poster \$650 and up, dependent on size; minimum \$.70 per piece for quantities less than 1100
• Standard poster, flat or folded \$515 and up, dependent on size; minimum \$.60 per piece for quantities less than 1100
• Pack of 25 bookmarks \$800, other quantities custom quoted

No galleys, ARC’s or finished books are included in the Red Box mailing. Those items are exclusive to the monthly White Box mailing (please see Appendix B).

We are happy to custom quote on any item you may wish to include in this mailing. If you would like your materials to also be sent to other active ABA Publisher Partners please provide an additional 65 pieces (same pricing as above).

Please contact Linda Ford (lindaf@bookweb.org) to reserve a place in a Red Box mailing. Materials due dates for the Red Box are found in Appendix D.

All materials should be shipped to:

Transport Specialties International, Inc. (TSI)
Attn: Nancy Rodman
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732.698.0988, x 114

Please mark all cartons and/or packing slips: “FOR INDIEBOUND “month” RED BOX”.

Early shipments are possible, but must be pre-approved.