



URGENT!



Publishers Weekly **CHILDREN'S SPRING '07 ANNOUNCEMENT INFORMATION**

December 15, 2006

Dear NBN Publisher,

NBN will not be doing group *Publishers Weekly* or Library Journal Spring 2007 adult announcement ads. However, you may still place ads in those issues if you would like. An insertion order form is available on the website at: <http://www.nbnbooks.com/Advertising/>

We are, however, doing a *PW* Children's Spring 2007 ad, which is published on February 19, 2007. NBN will have a 4-color spread featuring Children's Spring 2007 titles (with publication dates of April-August) from NBN publishers.

If you would like to participate, simply fax the attached reservation form to Jessica by **Friday, January 12**. You have the following options to choose from:

1) NBN Spread in *Publishers Weekly*

Be included in the 4-color NBN collective ad featured in the February 19th ***PW* Children's Spring 2007** Announcement Issue. Your cost is \$5,480 for a full page, \$3,650 for a 1/2 page horizontal, and \$2,500 for a 1/4 page. NBN designs all ads and provides film to *PW* and you pay the space. **Art is due to nbnart@nbnbooks.com no later than Friday, January 19.**

2) Your Own Separate Full-Page Ad in *Publishers Weekly*

Run a full-page, 4-color ad that you design in the February ***PW* Children's Spring 2007** Announcement Issue. You're responsible for providing your ad directly to *PW* by January 29! Your cost is \$5,480. If you choose this option, you must include in your ad our tagline, "*Distributed to the trade by National Book Network.*" You can find artwork for our logo on our website at: http://www.nbnbooks.com/publishers/nbn_logos.shtml

Please fill out the attached reservation form, read the art requirements carefully and fax me your reservation form **by Friday, January 12th!** If you have any questions please contact me at jkennedy@nbnbooks.com. If you have questions about whether or not you should participate, please contact your Account Manager and they will be happy to talk things through.

Sincerely,

Jessica M. Kennedy

Jessica Kennedy, Marketing Programs Manager
cc: Account Managers