

Reach Readers Where They Shop

Each year, we distribute 375,000 bookmarks through our participating stores.

Publishers can sponsor 75,000 full-color IBD bookmarks for \$5,000. One side promotes Bookstore Day, the other side is yours to design.

This is a great opportunity to promote indie-friendly title(s) coming out around Bookstore Day. Limited to 5 publishers/designs.

The bookmarks are distributed to every participating Bookstore Day store (~650) for free via the ABA's box mailing. Stores agree to hand them out instead of, or in addition to, their regular bookmarks for the entire month of April.

Contact Samantha Schoech at ibd@bookweb.org or 415-846-6131 for details or to reserve.



WHAT BOOKSTORES ARE SAYING...

We love IBD. Our customers do also. Not only were our sales up 85% over a typical Saturday in April, they were up 28% over our sales from IBD last year. — Karen Hayes, Parnassus Books, Nashville

The bookmarks are a great promotional tool for us. We give away thousands, one with each purchase, for a month leading up to Bookstore Day. They also raise awareness of the featured titles, all of which have sold well for us. —Pete Mulvihill, Green Apple Books, San Francisco



The bookmarks were awesome! Thank you for offering them for free. We stuffed them in every book. — Mary Patterson, The Little Bookshop