

# 2025

# INDIE WINTER CATALOGS

# AD KIT

RAMPBOOKS.COM



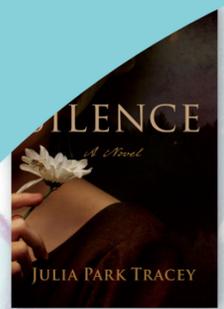
**NEW LOWER PRICES!**  
Buy More, Save More



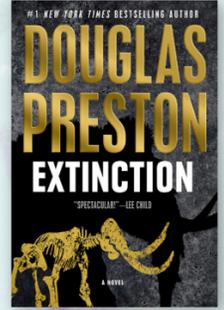
**Before We Forget Kindness**  
Toshikazu Kawaguchi  
The fifth book in the bestselling Before the Coffee Gets Cold series is about a café in Tokyo where customers can travel through time.  
**Hanover Square Press**  
\$21.99 | 9781335915283



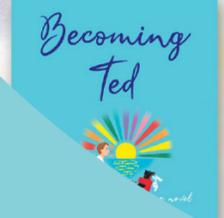
**Bite by Bite**  
Aimee Nezhukumatathil  
This lyrical book of short essays about food offers a banquet of tastes, smells, memories, associations, and marvelous curiosities from nature.  
**Ecco**  
\$26.99 | 9780063282261



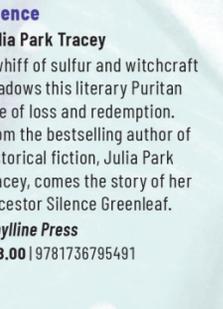
**Playground**  
Richard Powers  
A new novel from Richard Powers, the Pulitzer Prize-winning author of *The Overstory*, is set in the world's largest ocean and one of the last truly wild places on earth.  
**W.W. Norton**  
\$29.99 | 9781324086031



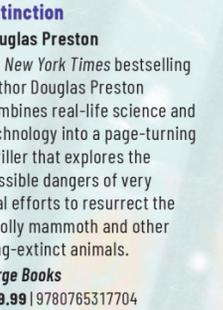
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**Becoming Ted**  
Matt Cain  
A Man Called Ove meets Ru Paul's Drag Race in this vibrant, joyful, universally relatable story about kindness, self-acceptance, and blooming at any age from the acclaimed author of *The Secret Life of Albert Entwistle*.  
**Kensington Books**  
\$18.99 | 9781496745941



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**The Arizona Trail**  
Sydney Grafton  
In the vein of the best-selling California noir by Michael Crichton, Grafton and Sara Gra... a whodunnit about love, and the legacy of featuring a hardboiled private eye whose lat... takes her deep into... complicat...  
**Harper Paper**  
\$18.99 | 978006...



**The Night We Lost Him**  
Louise Erdrich  
Award-winning author Louise Erdrich tells a story of natural forces, yearnings, and the tragic of uncontrollable circumstances on ordinary people.  
**Sibylline Press**  
\$18.00 | 9781736795491

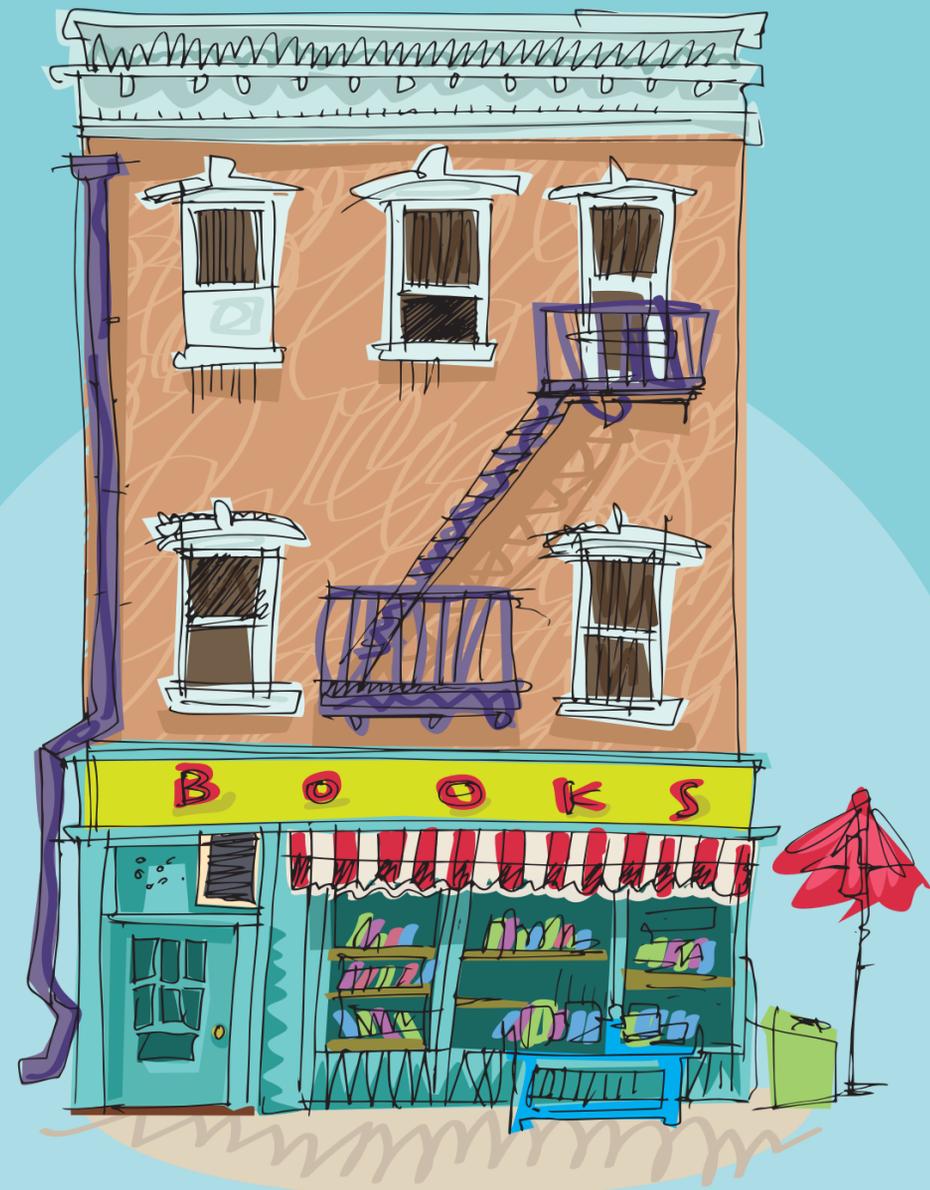


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# YOU HAVE BOOKS



**RAMP** is a marketing consortium that includes the New Atlantic Independent Booksellers Association (**NAIBA**), Great Lakes Independent Booksellers Association (**GLIBA**), Southern Independent Booksellers Alliance (**SIBA**), and California Independent Booksellers Alliance (**CALIBA**).

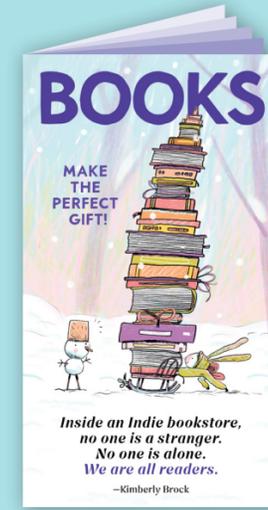
Hundreds of independent bookstores in these regions expand the reach of your key titles through direct-to-consumer print and digital Winter Catalogs.

**BOOK TODAY at [rampbooks.com](http://rampbooks.com)**

# WE HAVE READERS

## Digital Catalogs

In partnership with Bookshop.org and other ecommerce platforms, store websites and email marketing campaigns create increased sell-through on all Winter Catalog titles



## Social Media

Indie bookstores promote Winter Catalog titles across multiple channels using professionally-designed, turnkey marketing assets



# INDIE BOOKSELLERS: THE OG INFLUENCERS

## Assets

From POS materials and ecommerce templates to assorted digital graphics, Winter Catalog titles are front and center with stores from the day an ad is booked



## Print Catalogs

Now in their 4th decade, regional Winter Catalogs are the original – and still #1 – indie bookstore marketing tool of choice



## Direct to Store

Winter Catalogs are hand-distributed in-store, curbside, and through store order shipments and deliveries



## Direct Mail

Winter Catalogs go directly to thousands of consumer mailboxes via store mailing lists and targeted saturation mail routes

## Newspapers

Winter Catalogs are inserted in stores' favorite local and regional newspapers



# Winter Catalog Rates

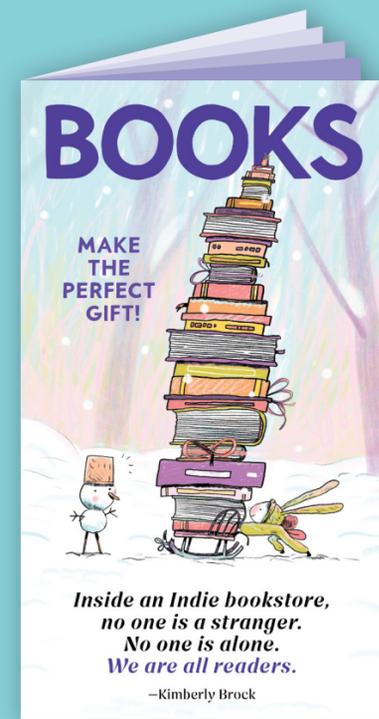
The original and still the industry favorite, our Winter Catalogs (region-specific for NAIBA, GLIBA, SIBA, and CALIBA) continue to reach millions of consumers during the 4th quarter with the best of the season's readings. **Bonus: All print ads include FREE digital catalog ads.**

**NEW LOWER PRICES!**  
Buy More, Save More

## Pricing

Ad Type	Rate
Regular Interior Unit	One title, <b>one</b> catalog* One title, <b>two</b> catalogs* One title, <b>three</b> or <b>four</b> catalogs*
Small Independent Press Unit	One title, <b>one</b> catalog* One title, <b>two</b> catalogs* One title, <b>three</b> or <b>four</b> catalogs*
	<b>\$2,999</b> <b>\$2,625</b> per title, per catalog <b>\$2,375</b> per title, per catalog
	<b>\$1,625</b> <b>\$1,525</b> per title, per catalog <b>\$1,425</b> per title per catalog

\*Each association will have a separate catalog and all rates are PER catalog. Discounts are available for same-title units only.



# Winter Catalog Specifications

Trim size:  
6" wide x 10.5" tall

Interior ad size:  
2.625" wide x 1.75" tall

Jacket art:  
Minimum 300 dpi at 100% size

Color space:  
CMYK



2024 catalog

**BOOK TODAY at rampbooks.com**

# BOOKS

MAKE  
THE  
PERFECT  
GIFT!



*Inside an Indie bookstore,  
no one is a stranger.  
No one is alone.  
We are all readers.*

—Kimberly Brock



## Winter Catalog Cover Art Contest

Could your favorite Fall title be our Winter Catalog “look” this year?  
If so, it could be worth \$20,000.\*

All publishers are invited to submit a digital front cover mockup  
for the 2025 Winter Catalogs.

**Submissions due May 16, 2025**

Independent booksellers will choose a winner by June 1.  
NAIBA, GLIBA, SIBA, and CALIBA Winter Catalogs (print and digital) will  
feature the same design. No other books will appear on the front covers.

**\*DETAILS AVAILABLE at [rampbooks.com](http://rampbooks.com)**





## Value Proposition

### Why invest your ad dollars in RAMP catalogs?

RAMP provides stores with myriad ways of ordering catalog titles, promoting them creatively, and selling them across multiple channels. From stock checklists and Edelweiss collections to POS materials, ecommerce templates, and assorted digital graphics,

**Winter Catalog titles are front and center with stores from the day you book your ad, leaving indie booksellers to do what they do best: match books with readers.**

**BOOK TODAY at [rampbooks.com](http://rampbooks.com)**

## Marketing Assets

Each title you advertise in a RAMP Winter Catalog is backed by a multitude of marketing materials, both print and digital, designed to capture consumer focus and encourage them to “buy this book!”



# KEY DEADLINES



 **Cover Art Contest Submissions due May 16, 2025**

 **Final Ad Reservations due June 20, 2025**

**BOOK TODAY at [rampbooks.com](http://rampbooks.com)**



**2025 Winter Catalog Reservations are Open!**

# BOOK TODAY

**AT RAMPBOOKS.COM**

## Contact

SUZANNE SHOGER  
RAMP Director of Marketing and Promotion

**SuzanneShoger@gmail.com**  
**216.536.7193**  
**rampbooks.com**



SALES, PRODUCTION, AND DISTRIBUTION

Lark LLC is a woman-owned micro-business that produces the RAMP catalogs and marketing campaigns. Led by Suzanne Shoger, a former bookstore owner, book industry professional, strategy consultant, and educator, Lark is rooted in longstanding relationships and service. Now in her 33rd year managing independent bookstore marketing projects, Suzanne combines three decades of bookselling and publishing expertise with the latest in entrepreneurial marketing to connect books with readers by way of incomparable indie bookstores across the U.S.