



2026

INDIE WINTER CATALOGS AD KIT



NEW LOWER PRICES!
Buy More, Save More

RAMPBOOKS.COM



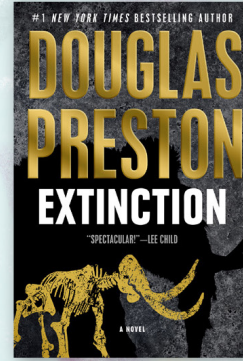
Before We Forget Kindness
Toshikazu Kawaguchi
The fifth book in the bestselling Before the Coffee Gets Cold series is about a café in Tokyo where customers can travel through time.
Hanover Square Press
\$21.99 | 9781335915283



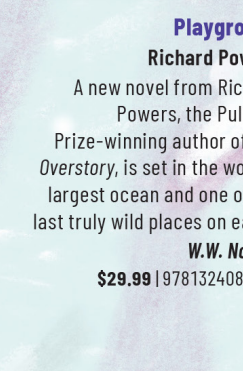
Bite by Bite
Aimee Nezhukumatathil
This lyrical book of short essays about food offers a banquet of tastes, smells, memories, associations, and marvelous curiosities from nature.
Ecco
\$26.99 | 9780063282261



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



Extinction
Douglas Preston
#1 New York Times bestselling author Douglas Preston combines real-life science and technology into a page-turning thriller that explores the possible dangers of very real efforts to resurrect the woolly mammoth and other long-extinct animals.
Forge Books
\$29.99 | 9780765317704



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



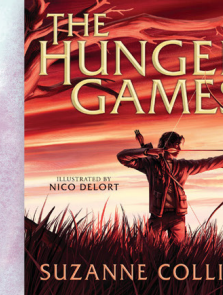
Silence
Julia Park Tracey
A whiff of sulfur and witchcraft shadows this literary Puritan tale of loss and redemption. From the bestselling author of historical fiction, Julia Park Tracey, comes the story of her ancestor Silence Greenleaf.
Sibylline Press
\$18.00 | 9781736795491



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.
\$32.00 | 9780063282261



The Arizona T
Sydney
In the vein of the best California noir, California noir Grafton and Sara Gra a whodunnit about love, and the legacy of featuring a hardboile private eye whose lat takes her deep into complicat
Harper Pa
\$18.99 | 9780063282261



THE HUNGER GAMES
Suzanne Collins
\$18.99 | 9780063282261

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**).

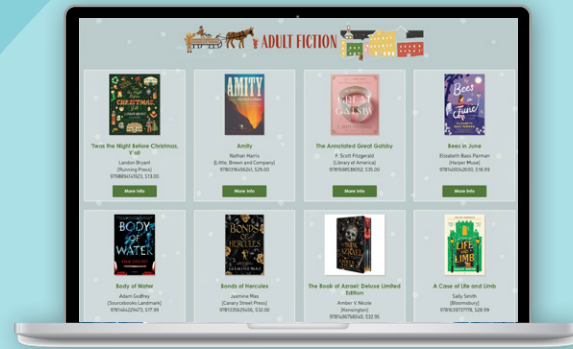
Hundreds of independent bookstores in these regions expand the reach of your key titles through direct-to-consumer print and digital Winter Catalogs.

BOOK TODAY at rampbooks.com

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

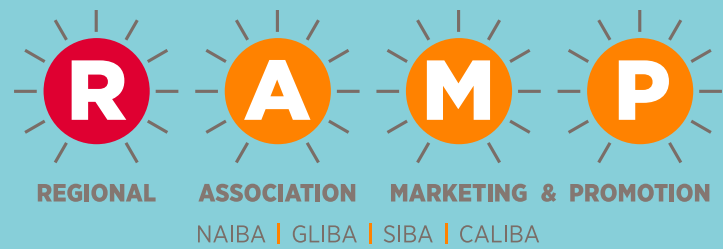


Direct Mail

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, one catalog* One title, two catalogs* One title, three or four catalogs*
Small Independent Press Unit	One title, one catalog* One title, two catalogs* One title, three or four catalogs*

*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



2025 catalog

BOOK TODAY at rampbooks.com



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

—Kimberly Brock

Cover and interior art from *The Old Sleigh* by Jarrett Pumphrey (author) and Jerome Pumphrey (author). Norton Young Readers, 2025.



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 2026 Winter Catalogs.

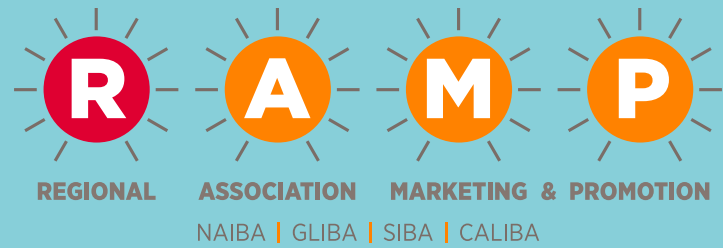
Submissions due May 15, 2026

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**



Cover and interior art from *The Old Sleigh* by Jarrett Pumphrey (author) and Jerome Pumphrey (author). Norton Young Readers, 2025.



Value Proposition

Why invest your ad dollars in RAMP catalogs?

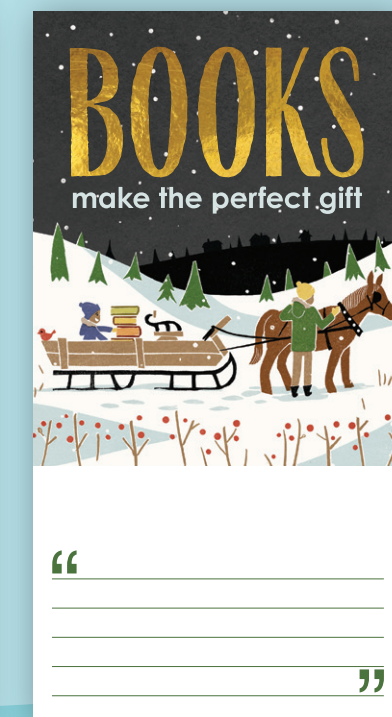
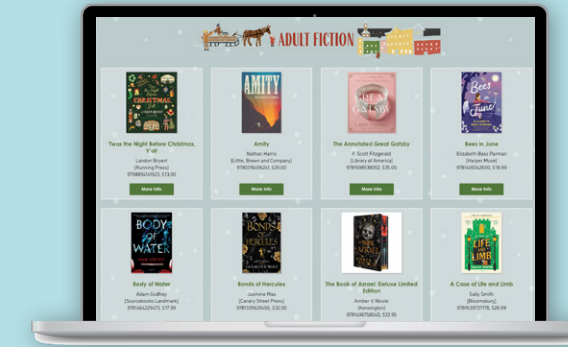
RAMP provides stores with myriad ways of ordering catalog titles, promoting them creatively, and selling them across multiple channels. From stock checklists and Edelweiss collections to POS materials, ecommerce templates, and assorted digital graphics,

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

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




Contact

SUZANNE SHOGER
RAMP Director of Marketing and Promotion

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216.536.7193
rampbooks.com

 **Cover Art Contest Submissions
due May 15, 2026**

 **Ad Reservations due
June 20, 2026**

2026 Winter Catalog Reservations are Open!

BOOK TODAY at 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 34th 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.