

# Northern California Book Publicity & Marketing Association

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December 2009

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Berrett-Koehler Publishers

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## Programs

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Nolo

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Lorna Garano Book Publicity

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Heydey Books

## Web Site

**Steve Moore**

Dear Colleague,

It is that time of year again. No, it's not time to indulge in office sweets and do some holiday shopping during your lunch break. **It's time to join or renew your membership to the Northern California Book Publicity & Marketing Association!**

NCBPMA provides timely, interesting, practical programs for marketing professionals. We're continuing to develop programs on the ever-changing Internet and electronic PR and marketing, while examining more traditional aspects of publicity, marketing and sales as well. As our world changes, NCBPMA offers insight and updates for working with and adapting to new conditions.

Our newsletter contains informative articles about the finer points of book promotion, notes from the monthly programs, and media contact updates in various subject, media and geographical areas.

The Membership Directory, with an annotated listing for each member, is distributed to members and selected media in the Bay Area and beyond.

Our web site, [www.ncbpma.org](http://www.ncbpma.org), features a job posting service for those offering jobs as well as those seeking employment. We also post announcements of upcoming programs, program highlights, and links to members' web sites.

NCBPMA is also the administrator for the Carol C. Butterfield Grant, which allows individuals in Northern California to further their careers in book marketing and publicity.

Membership to NCBPMA is on a calendar year basis, January - December. **Send in your membership check by January 31, 2010 and receive a discount on your 2010 dues!**

Membership categories and pricing are as follows:

- ▶ **Multiple:** up to four individuals in an organization receive the newsletter, discounts for luncheon and workshop programs, and the Membership Directory
  - **Before 1/31/10: \$125.00 (SAVE \$25.00!)**
  - After 1/31/10: \$150.00
  
- ▶ **Single:** one individual in an organization receives a single copy of newsletter, program discounts for one individual, and a single copy of the Membership Directory
  - **Before 1/31/10: \$50.00 (SAVE \$10.00!)**
  - After 1/31/10: \$60.00

Join the Northern California Book Publicity and Marketing Association for the information you need to promote your books more effectively. Mail your check today with the information form on the reverse side of this letter.

*over...*

# Northern California Book Publicity & Marketing Association Membership

Please return this form **by January 31, 2010**, with your check made payable to **NCBPMA**, to  
**NCBPMA, Attn: Membership, PO Box 597, San Francisco CA 94104-0597**

Primary contact person:

Title:

Company:

Address:

City/State/ZIP:

Phone:

Fax:

E-mail:

URL:

**Membership Type (check one):**

\_\_\_\_\_ Corporate/Multiple Membership      \_\_\_\_\_ BEFORE 1/31/10: \$125.00      \_\_\_\_\_ AFTER 1/31/10: \$150.00  
\_\_\_\_\_ Single/Individual Membership      \_\_\_\_\_ BEFORE 1/31/10: \$50.00      \_\_\_\_\_ AFTER 1/31/10: \$60.00

**Membership Category (check one):**

Publisher       Publicity/Marketing Specialist       Author       Literary Agent       Distributor/Wholesaler  
 Related Professional: \_\_\_\_\_

**Directory Listing**

Please supply about 30 words describing the services you provide, your area of interest, new and/or best-selling titles, etc.

Would you be interested in serving on the NCBPMA Board?  YES     NO

**FOR MULTIPLE MEMBERSHIPS ONLY:**

• **Contact #2**

Name:

Title:

E-mail:

• **Contact #3**

Name:

Title:

E-mail:

• **Contact #4**

Name:

Title:

E-mail: