

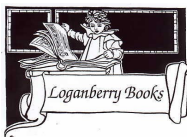
## YOU PUBLISHED A BOOK!

Congratulations! It's hard work to write a book, and you did it! The hardest part of all, however, might be getting the book into the hands of readers. That's where we can help.

Loganberry Books plays an active role in our community, and we are committed literary ambassadors. In response to the growing number of self-published authors seeking shelf space at Loganberry Books, we have outlined a few different ways to highlight your book so it reaches its intended audience. Choose the marketing co-op plan that best fits your needs.

### REQUIREMENTS

- ◆ Books must be professionally bound, ISBN-registered, and approved by staff
- ◆ All books sold with 60/40 commission
- ◆ Events must be scheduled at least 2 months in advance
- ◆ Author must actively market their book event at Loganberry Books and include Loganberry Books' contact info on all marketing materials, including postcards, website, and social media.



**Loganberry Books** is an independent bookstore founded in 1994 on the east side of Cleveland. Now home to over 100,000 new, used,

and rare books, Loganberry Books presents weekly events, including book signings, book discussions, gallery openings, live music and open mic events.



**Author Alley** is an annual local author event on the first Saturday in July, coinciding with the Larchmere Festival. Author Alley

is free for authors to participate in and includes both mainstream and self-published authors. Participation is capped at 50 authors and has a separate registration form, please inquire.



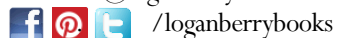
**Larchmere Boulevard** is the upbeat and charming business district just one block north of historic Shaker Square.

Larchmere is home to a remarkable collection of art galleries, antique shops, vintage resale stores, interesting restaurants and more. Larchmere offers a unique, old world shopping experience in beautiful, walkable neighborhood.

### *Loganberry Books*

13015 Larchmere Boulevard  
Shaker Heights, Ohio 44120  
216.795.9800

www.LoganberryBooks.com  
books@loganberrybooks.com



# Local Voices

AUTHOR  
ADVANTAGE  
PROGRAM



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Local  
Voices:

## AUTHOR ADVANTAGE PROGRAM

### CONSIGNMENT

- ◆ *Shelved in the Local Author Section*

Books will be sold under a Consignment Agreement with 60/40 terms in favor of the author. Beginning with 6 copies of your book, Loganberry Books will create a display in the Local Author section for a minimum of 90 days, to be replenished as necessary. Loganberry Books will reconcile inventory levels and payments quarterly. The Consignment Agreement is renewable, or unsold merchandise can be picked up within 15 days of expiration. Books not picked up will be discarded or donated.

Admin Fee ..... \$25

### BOOK SIGNING

- ◆ *Store Display & Book Signing*

The same consignment agreement as outlined above, with a scheduled one-hour book signing at Loganberry Books. Events are co-marketed by the Author and Loganberry Books. The event will be listed on the Loganberry Books website and included in our e-newsletter, which is emailed to over 4000 customers. Promotional posters will be on display throughout the store and a prominent display of the book will be scheduled for 3 weeks prior to the event. The book signing event is one hour and will be held during Loganberry's regular business hours in the LitArts room. Author will be provided a table and space to meet and greet customers. Loganberry's staff will be engaged in selling the book along with the author.

Admin Fee ..... \$50

### PRESENTATION

- ◆ *Store Display, Book Signing & Presentation*

A great way to launch a new book, this option includes the same consignment and co-marketing agreement, with a 2 hour presentation event. The presentation includes an introduction, a talk about the book, a reading excerpt, and questions from the audience. Loganberry Books will set up chairs to accommodate 30-60 people in the LitArts room (standing room is also available). The Author will work with the store manager to find the best suitable time to schedule the event.

This format allows ample time to mingle with attendees and sign books, and to enjoy light snacks and refreshments. Loganberry Books can provide cheese & crackers and basic drinks, or the Author can choose to have the event catered, following Loganberry guidelines. Further personalization of the event is also permissible, with approved menus, décor, or other activity plans.

Bonus: Free registration in the available author workshops offered within one year of the event.

Admin Fee ..... \$150

### WORKSHOPS

- ◆ *Quarterly seminars*

In addition to the co-op programs, Loganberry Books will provide workshops for self-published authors. These workshops may include marketing strategies, book layout, writing workshops, and networking events. Local Voices Workshops will be held 2-4 times a year and will be advertised on our website and in our newsletter.

Admin Fee ..... TBA

## REGISTRATION

Contact Info  
Name \_\_\_\_\_  
Legal Name (if diff) \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Social Media  
Website \_\_\_\_\_  
Facebook \_\_\_\_\_  
Twitter \_\_\_\_\_  
Other \_\_\_\_\_

Loganberry Perks # \_\_\_\_\_

Book Info  
Title \_\_\_\_\_  
Publisher \_\_\_\_\_  
Date Published \_\_\_\_\_  
ISBN \_\_\_\_\_  
Genre \_\_\_\_\_  
Retail Price \_\_\_\_\_

#### Media Tools To Be Provided

- Book Blurb (brief summary)
- Brief Author Bio
- Author Head Shot (jpg or gif)
- Book Cover (jpg or gif)
- Professional postcards or bookmarks

#### Advantage Program Option

- Consignment Only \$25
- Book Signing \$50
- Book Signing & Presentation \$150

Checks payable to Loganberry Books and returned with a completed Authors Consignment Agreement.