"Click!"

AMAZON BOOKSTORE (Minneapolis MN): The gals at Amazon got a lot of press in the locals and dailies, and local radio station aired Mev Miller's documentary A Labor of Love: A Tribute to 25 Years of Feminist and Lesbian Publishers and Bookstores. They received many positive phone calls in response to the radio spot, and an author who heard the tape and was scheduled to read at Borders that night actually plugged Amazon Books during her reading, saying that without feminist bookstores like Amazon, her work wouldn't have gotten the visibility that got her to Borders that night. Lots of women who signed the Feminist Writers Pledge live local to Amazon, and nine of them — all published with feminist presses — came to the store and read. And Sandra Martz, founder of Papier-Mache Press and editor of I Am Becoming the Woman I've Wanted, came to the store with local contributors to the anthology and gave a reading.

Special Sales

NEW WORDS (Cambridge MA) moved their annual birthday sale (already very well known locally) to coincide with NFBW. All the NFBW "gear" — buttons, tee-shirts, posters, flags, etc. — was great and worked very well. Lots of folks commented on the Ms. article.

OLD WIVES' TALES (San Francisco CA) hosted two wonderful readings: Editors Cathrine McKinley and Joyce Delaney of Afrekete: An Anthology of Contemporary Black Lesbian Writing; and Emily Shihadeh, author of Grapes & Figs Are in Season: A Palestinian Woman's Story. And on Mothers Day they discounted by 10% all books in the store that had the words sister, sistah or sisterhood in them.

Celebrating the Store

CHARIS BOOKS & MORE (Atlanta GA): Everyone loved the NFBW tee-shirts, and they had to order more! Charis had an evening celebration where people came in and shared anecdotes about their community experiences at Charis, and they played Mev's documentary on the history of feminist bookstores and feminist publishing. It wasn't a sales-oriented event, but they did do a nice display of books by signers of the Feminist Writers Pledge, and next year will do the same but will have a sale on those titles. The local gay/lesbian press did an

article on the store and NFBW, but since Charis just had their 20th anniversary in November, the press had already recently given them lots of attention.

Celebrating Staff

NORTHERN WOMEN'S BOOKSTORE (Thunder Bay Ontario): Margaret Phillips gave away NFBW bookmarks and put up NFBW posters, and threw a grand surprise birthday party for Anna McLeod, co-founder of the store. Margaret also took books to a conference in Sudbury and received a great response from the women there, who were thrilled to have access to quality feminist books.

SWEET VIOLETS (Marquette MI) reports that some of their customers even brought them gifts to celebrate "our week!"



Celebrating the Network

A ROOM OF ONE'S OWN (Madison WI): They did a huge window collage of promo "gear" from feminist bookstores all over the country and hung tee-shirts from the ceiling all over the store. They also had a sale on all feminist and lesbian press books during NFBW. The displays from other bookstores generated a lot of discussion and several customers asked to buy tee-shirts from the displays. "Next year," Sandi Torkildson reports, "we'll set it up so that we can sell the shirts instead of returning them."

Can You Say "Feminist"?!

LAMMAS BOOKSTORE (Washington DC) gave folks a discount if they would say they were a feminist — some people wouldn't say it and did not get a discount! Lammas reports that because of the NFBW article in Ms. Magazine, old customers they hadn't seen in a while have begun returning to the store.

Making the Local Gay Rag (Finally)
BOOK • WOMAN (Austin TX): NFBW offered the
perfect opportunity to convince the local gay rag to
(finally) do a front page story about the store, and
Susan Post did a spot on a co-op radio station. They
blew up a list of the Feminist Writers Pledge signees
and posted it in the store, so every customer could
see which of their favorite authors have "taken the
pledge" (as did several other stores). Alaskan feminist singer/songwriter Libby Roderick made an instore appearance, and Lin Sutherland did a reading
and signing for the book A Different Angle: Fly Fishing Stories by Women (Seal Press)

Doing It With Display

MOTHER KALI'S (Eugene OR): made displays out of tee-shirts and flags throughout the store and posted turquoise and magenta NFBW posters in the windows and around the store. Owner Izzie Harbaugh said that the best part of NFBW was that it gave her an opening to talk about the importance of supporting feminist bookstores all week long — and she did!

And lots and lots of stores displayed articles and the Feminist Writers Pledge, wore buttons and teeshirts, put up posters, and just generally made NFBW visible to all of their customers.

Planning For Next Year

All in all, NFBW was wildly successful in generating publicity and media attention and educating both our own communitites and the industry about the importance of feminist bookstores. Several publishers — including Ballantine, The Eighth Mountain Press, Dufour Editions and U.S. Games — called to express their enthusiasm and support for NFBW and to find our how to be a part of the event.

Next year's events are scheduled for the week of May 11-18, and the biggest change will be the name. Several Canadian booksellers felt that the "national" part of the name kept the focus primarily on the U.S. (even though we had hoped the term national would simply apply to the country of whatever store one found oneself celebrating in). So the feminist booksellers in attendance at the FB-Net Conference in June came up with something they felt was both more accurate and more inclusive: Feminist Bookstore Week/North America. They also voted to use the same graphics next year, so please use the NFBW graphic only for NFBW/FBW-NA related events.

Next year, the Feminist Bookstores' Spring Catalog will be timed to coincide with FBW /NA so that it can be used as a mailing piece for The Week.

Recipients of the First Annual Feminist Book Awards will be featured in the Spring catalog, giving The Week an even higher profile. And our goal is to have 1,000 names on the Feminist Writers Pledge by the time "our week" rolls aroundagain.

If you'd like to be part of planning Feminist Bookstore Week/North America for 1996, call FB-Net at 415-626-1556.



Book Garden Street Fair, Denver, Colorado

Cover Letter to go w/ Press Release...to type onto your letterhead) (again, use what you like, ignore the rest)

FEMINIST BOOKSTORE WEEK

— North America — MAY 10-18, 1997

Dear Editor/Producer,

Attached is a press release describing local activities for Feminist Bookstore Week — North America (FBW), an event that celebrates the accomplishments and successes of feminist bookstores locally and internationally. Over a hundred feminist bookstores in the U.S. and Canada will be celebrating FBW and (store name) will be celebrating in (city). We're very excited about FBW and hope you will be able to cover it (on your program, in your column, in your paper, on WKZO, or whatever. Or just end the sentence after "it" for form letters.)
(Add a paragraph here to briefly describe your store's events.)
The event supports feminist bookstores (and by extension other independent bookstores) in their insistence on surviving as the super chains and discount bookstores fight to gain control of the bookselling industry. The centralization of control of the sales and distribution of books into the hands of three or four mega-conglomerates (who own the 16 largest chains) threatens freedom of the press and the free flow of ideas in our culture as surely as if the country had only three or four national newspapers with no local news or coverage.
Include the following paragraph only if you are focusing your press release on the writers' pledge.] Local writers and nationally-known writers Alice Walker, Maxine Hong Kingston, Barbara Kingsolver, Ann Lamott, Adrienne Rich, Barbara Ehrenreich, Gloria Steinem, Dorothy Allison and many others have pledged their support to feminist and other independent bookstores (see attached) and will be participating in FBW activities across the country. (Note: Change names to reflect local authors, lesbian writers for les/gay papers, etc. This list of authors directed at mainstream press.)
Feminist bookstores are essential, lively, and vital community resources that thrive because we provide essential services to our communities — and also because community institutions such as yours support us with publicity for these kinds of events which enable women who need our services to find us.
We hope you will be able to cover our events during FBW. For further information, call (name) at (store name) between and (hours)
Tell them when the contact person will be in.)
Sincerely, Sincerely, Masses butto will grainly department a drive department based each world, common to toll a tog evision it (throws does no
Enc: graphics & PSA ads

(SAMPLE) PRESS RELEASE

(use what you like, ignore the rest)

For additional information contact NAME, title STORE NAME ADDRESS CITY, STATE, ZIP PHONE/FAX best hours to reach:

For Release on or before: DATE TODAY'S DATE

(Your bookstore's name) Celebrates Feminist Bookstore Week

May 10-18, 1997 With These Great Events... (fill in events)

YOUR CITY —	(Your bookstore's name) is joining with over a hundred feminist
bookstores in the United Sta	ites and Canada to celebrate the third annual Feminist Bookstores
Week - North America (F	BW) May 10-18, 1996. The event draws attention to the contributions in their local and international book communities.
's (city or state) loca	I feminist bookstore, (your store's name), located at tion) will be celebrating Feminist Bookstore Week by

(Describe event/events w/ dates/times/places and author/performer bio info. i.e.: In Cartoon City, Jezanna, Mo, Lois, and the gang at Madwimmin Books, the most beloved women's bookstore in Cartoon-land located at 6969 Main Street, will be celebrating FBW with a Women's Rights Now Street Fair on Saturday May 11 from 10-4; a Lesbian Family Fun Day Kiss-in at The Mall of America on Sunday, May 14; and X, Y, and Z authors will perform passages from their books, XX, YY, and ZZ on Tuesday, Wednesday and Thursday nights. The FBW celebration will end on Sunday, May 19 with and an all-day in-store party with k.d. lang (at 4 and 9 pm, local author readings up the wazoo all day, a 10%-off-everything sale all day, and drop in surprise visits by Lily Tomlin, bell hooks, Amy Tan and Gloria Steinem (two of whom will announce that they are an item). Raffle drawings will be held in 17 different categories.... etc. (Nice how comic-strip bookstores have unlimited time and resources, etc... but this is the gist.)

If you've got a lot of events, follow this lead paragraph with a paragraph giving the vital details for each event)

(Include a paragraph here about your store: History, age, size ("a comfortable size bookstore"), including that it's locally owned and operated, and some of the ways your store serves your local community.... ("Long a source of information for women of all kinds...in Your Town"), etc. as well as any community awards your store has won, some "puff" regarding what you offer that other stores (and/or chains) don't (Offering much more detailed information about resources than local chain stores and a more comprehensive selection than other local bookstores....) It doesn't hurt to add that you're part of a national network of feminist bookstores....)

Feminist Bookstore Week is sponsored by the Feminist Bookstores Network and grew out of a working session at the Feminist Bookstores Strategic Planning Conference in October, 1994. The goals of FBW are to draw attention to the importance of the work that feminist bookstores do

- to empower women to change their lives and to change the world by distributing books and other information
- to promote feminist books and publishing
- to educate our communities about the feminist bookstores as local -resources
- to educate our communities and remind the publishing industry about the -importance of
 feminist bookstores and their impact on what books are published, a concern that is of
 particular importance as corporate chain bookstores have an ever-larger influence on which
 books are (and aren't) published and promoted, and
- to celebrate feminist bookstores' 25-year history as the information arm of the women's movement.

Although Feminist Bookstore Week will focus on feminist bookstores and events in feminist bookstores, FBW will strengthen other community-based and specialty bookstores by drawing attention to our collective role in the bookselling industry and the way in which we all -encourage more publishing in our interest areas by promoting books in our -specialty areas and by providing the market for the kinds of books we sell. The event is also designed to have a positive impact on general independent bookstores that stock feminist and lesbian titles by drawing attention to the categories of books they stock.

The Feminist Bookstore Network is a four-year-old association of 115 feminist bookstores in the U.S. and Canada that are committed to helping one another survive and thrive through the massive changes in the bookselling and publishing industries. Recent projects included a national Feminist Bookstore Strategic Planning Conference in October 1994, and publishing and circulating 400,000 copies of the Feminist Bookstores' Fall Catalog, a full-color 44-page catalog that featured 159 books from 113 publishers, and 116 feminist bookstores. It was the largest and most successful promotion of feminist books undertaken to date in the U.S.

For further information contact:	(name), at	(bookstore),
(Address, phone and fax.) or call the Femi	nist Bookstore Network a	at 415-626-1556 or write to
FBW, c/o FBN, PO Box 882554, San Franc		

If you don't have events, you might want to include this information about the Writers Pledge:

Over 100 feminist writers, ranging from Dorothy Allison to Alice Walker, have signed a pledge to support feminist and other independent bookstores during Feminist Bookstore Week and year 'round. Many of these writers will be participating in FBW events in their own communities.

The pledge reads, "As writers, feminists and political activists, we believe in the enormous power of words to inform, inspire and challenge. In order for our words to be read and heard, we must rely on publishers and bookstores to bring our work to the public.

"Independent feminist bookstores...have been supporting and distributing our books for many years. We count on them. Independent bookstores are now an endangered species because of the rise of corporate-owned chain bookstores that engage in predatory pricing and discount policies. The more corporate bookstores control the market, the less likely it will be that they and the publishing industry will take risks on new or controversial authors — and the more control the corporations will have over what we all read.

"Without independent and feminist bookstores and small presses, some of us could be silenced, and the next generation of authors with important ideas might never be found. "As writers we pledge the following:

1. We will remain committed to supporting independent and feminist bookstores

We will seek out local feminist and independent bookstores in each city or town to do our first reading or booksigning

We will donate our time and talents to community events and campaigns that support independent and feminist bookstores.

"And we ask you, as readers, to do the same. Please shop at feminist and independent bookstores as often as you can. Think of it as an investment in freedom of expression and independent thinking. Thank you."

enc: Writer's Pledge

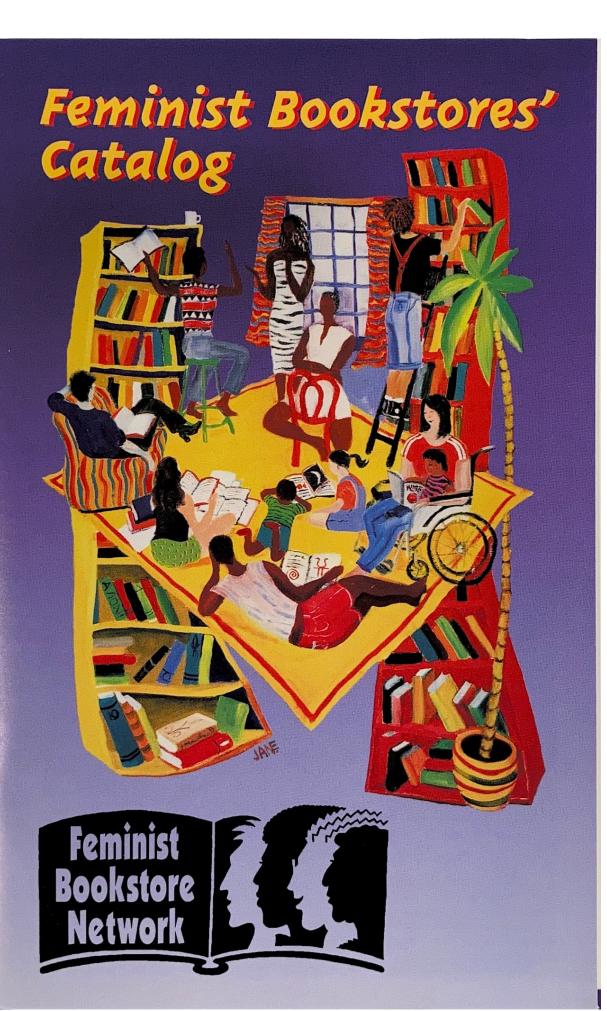




FEMINIST BOOKSTORES' HOLIDAY CATALOG

The largest and most successful feminist book promotion in the country!

BROUGHT TO YOU BY THE WOMEN WHO PUBLISH FEMINIST BOOKSTORE NEWS.





CITY OF DARKNESS, CITY OF LIGHT

MARGE PIERCY

The valorous men of the French Revolution are legendary, but there is a story long forgotten: the perseverance and brilliance of the women. In her new epic novel, the author of the bestseller *Gone to Soldiers* re-creates the role that women played in this tumultuous turning point in European history. Here, besides unforgettable characters, are untold stories of Paris: a dazzling protagonist in itself.

FAWCETT BOOKS \$24.00 HARDCOVER

DEEP SIGHTINGS AND RESCUE MISSIONSStories, Essays and Conversations

TONI CADE BAMBARA

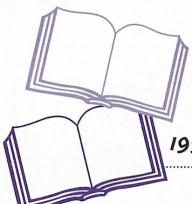
Toni Cade Bambara, the author of three pioneering, timeless works — The Salt Eaters, The Seabirds Are Still Alive and Gorilla, My Love — was one of the founders of the contemporary Black women's literature movement. Published on the first anniversary of her death, Deep Sightings and Rescue Missions is an unexpected treasure of writings, many of which have never before appeared in print.

PANTHEON \$23.00 HARDCOVER

DEEP SIGHTINGS AND RESCUE MISSIONS AND CONVERSATIONS IONI CADE BAMBARA

Cover art by Jane Evershed Cards and Journals.
PO Box 8874, Minneapolis MN 55408 Phone 612-377-6355

Feminist Bookstore Network P.O. Box 882554 San Francisco, CA 94188



1997 Feminist Bookstores' Holiday Catalog

The 1997 Feminist Bookstores' Holiday Catalog will showcase the best and most interesting women's titles of the year. In just three years, this Catalog has built such a strong base that women actively seek it out before starting their holiday shopping.

400,000 CATALOGS DISTRIBUTED

IN-STORE PROMOTION

115 bookstores build their holiday promotions around the Catalog. Catalog titles receive counter top, table, window, and front-of-store display, and shelf-talkers. Catalogs are mailed to store customer lists, stuffed in customers' bags and distributed at out-of-store events during the entire holiday season.

DISTRIBUTION

Retail: 250,000 copies will be distributed by feminist bookstores in both the U.S. and Canada.

Direct Mail: 150,000 copies will be mailed to subscriber lists from Ms. Magazine, Women's Review of Books, Curve (formerly Deneuve), Lesbian Review of Books, OUT, Signs and WS Quarterly, and membership lists from the ALA and MLA. Catalogs mailed to ALA and MLA lists will include special inserts to librarians and women's studies teachers.

INTERNET

Web site: The Catalog (and selected cover graphics) will be up by November 1. Postings will be sent to pertinent women's studies, librarian, feminist, book interest and queer studies email lists announcing the Web-version of the Catalog and including information on obtaining the print-version.

CATALOG DETAILS

Cost: \$1295 / Same as last year; still less than all major regional catalogs.

Catalog Size: 81/2" x 51/2", 40+ pages of full-color, including order form.

Ad Size: $2\frac{1}{2}$ " x $3\frac{1}{2}$ " / 60 words of text describing each book.

Maximum of 5 titles per page.

Catalog will land November 10.

DEADLINES

Ad Reservations: July 9

Copy: July 16

Materials & Payment: July 22

SPECIAL SECTIONS WILL HIGHLIGHT

- Children's and YA books*
- · National Jewish Book Month*
- · Art & Gift Books/Calendars
- Book Group Suggestions
- · Making Change
- · Mothers & Daughters
- Ethnic and Multicultural titles
- Journals & Journal Keeping (blank books)

THE FINE PRINT

Regular Ad

\$1295

Delivered to very focused target audience

In print and on the internet

Feature Ad

\$1695

Same size as regular ad but highlighted with color background

Double Feature Ad

\$2495

Double-sized, 2 related books or a single title, color background

Back Cover

\$2695

Web Display

Cover

\$70

Text only

\$35

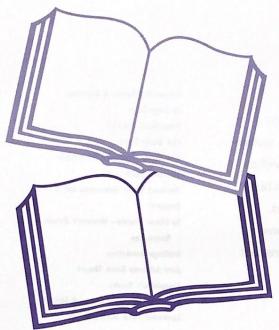
ADDITIONAL SUPPORT

- · Bi-weekly restocking reminders with marketing and publicity updates.
- Email news group for participating stores posting publishers' special offers, ordering terms, and availability updates.
- Publishers receive a telephone/address list of participating bookstores for telemarketing and sending related promotional materials to bookstores (posters, bookmarks, reading group guides).
- The Catalog will be promoted on the internet and announced in appropriate news groups. Readers will be able to request catalogs via email.
- Articles and announcements in various print media will draw attention to both the Web site and the print version of the catalog.

TO RESERVE SPACE CALL OR EMAIL LISA MCGOWAN 415-642-9994; LISA@FEMBKNEWS.COM



^{*}We are once again offering a 20% discount on children's and YA titles as well as books for the National Jewish Book Month section.



The 1997 Feminist Bookstores' Holiday Catalog

The most successful feminist book promotion in the country!

Dear Publisher.

We make it easy to reach your market: the Feminist Bookstores' Holiday Catalog is so firmly established that women look for it before beginning their holiday shopping and send annotated copies off to parents and friends as wish lists.

You simply cannot get better exposure for your women's titles. Unlike other catalogs, the Feminist Bookstores' Holiday Catalog is distributed only to people who have demonstrated a real interest in purchasing women's books. Feminist bookstores build their holiday promotional programs around the Catalog. These stores will actively promote your Catalog titles to their customers and in their communities throughout the holiday season. Most will continue to distribute the Catalog into the spring and summer, long after other catalogs have been recycled.

In 1997 we'll also post the Catalog on the internet. The Web launch will be accompanied by email blitzes to a large index of women's, feminist, lesbian, librarian, women's studies, and other relevant email lists and Web sites, as well as strong coverage in the print media. All catalog books and covers can be included on the Web site for a small additional fee.

Antigone Books+ Aradia Bookstore+ At Sara's Table—Coffeehouse and Bookstore **Bloodroot Restaurant and** Bookstore+ Boadecia's Books **Book Gallery** Book Garden-A Woman's Store+ BookeWoman+ Bookwoman Books Brava! A Plaza for Women* **Brigit Books** Cafe Browse Café con libros* Charis Books and More+ Common Language Crazy Ladies Bookstore+ Crystal Rainbow Different Drummer Books+ **Different World Bookstore** Dreams and Swords+ Earth & Sky Everywomans Books+ Equilibrium: For Girls & Young Women Food for Thought-Women's Connection

Full Circle Books+ Gertrude & Alice's

Girlfriends*

Amazon Bookstore+

* new since last Catalog

+ open 10 years or more

Retail

250,000 copies are distributed through 115 Feminist Bookstore Network member stores. Bookstores use the Catalog as the centerpiece of their holiday promotions, distributing it in-store as well as sending it to their own customer lists. They also distribute the Catalog at community events, community gathering places, restaurants, women's centers, and social service agencies. (Some stores even send interns out with stacks of Catalogs to ensure that it is widely circulated throughout their communities.)

Direct Mail

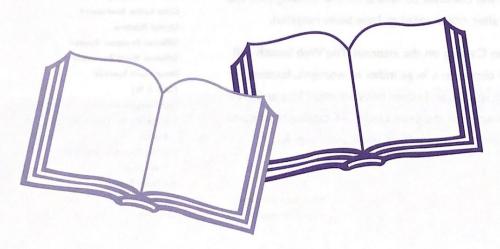
150,000 copies of the Catalog are mailed to known feminist book buyers: subscribers to Ms, Curve, OUT, Women's Review of Books, Lesbian Review of Books, Signs, WS Quarterly, and membership lists from the ALA, MLA, and women's studies organizations. (The Ms. list alone would cost six times the price of an ad just to rent.)

Internet

The Web version of the Catalog will be promoted across the internet as well as in print media. We expect to receive significant press coverage for the launching of the first Feminist Book Catalog on the Web, which will also benefit all of the books in the catalog.

Deadlines

Ad Reservations: July 9
Copy: July 16
Materials & Payment: July 22



Grapevine Books & Espresso **Healing Rays Heartland Books** Her Body Books Her Story Women's Bookstore Herland Book-Cafe Herland Sister Resources Inc.+ Heygirl* In Other Words-Women's Books & Resources **Inklings Bookshop** Jane Addams Book Shop+ losephine's Books Lammas Women's Books & More+ Lavender Rose Booksellers* Lavenders Lioness Books+ Lodestar Books+ Mama Bears+ Marigolds* Meristem Milk & Honey Minnesota Women's Press Bookstore+ Moore Magic Mother Kali's Books+ mother tongue books-femmes de parole My Sisters' Words+ **New Realities*** New Realities #2* **New Woman Books** New Words Bookstore+ Northern Woman's Bookstore+ On The Move+ Once Upon a Time **Orlando Books** Page One-Books By & For Women+ Panacea Books Ltd. Pandora Book Peddlers+ Pandora Books for Open Minds+ Pearls People Called Women Prairie Moon Ltd.

Pride & Joy*

A Quiet Corner Bookstore Rainbow Bridge* Rainbows Ltd. Inc.

What to advertise

Everything that women read or give as gifts, from children's books to literary fiction, from specifically feminist and lesbian titles to computer books, from humor to political analysis. Feminist bookstore customers are consummate readers and will use the catalog to select gifts for friends, family and colleagues — as well as for themselves.

We are once again offering a 20% discount on children's and YA titles as well as books for the National Jewish Book Month section.

In these days of dwindling marketing resources, the Feminist Bookstores' Holiday Catalog reaches exactly the right audience for your women's and children's books in one easy (and reasonably priced) step.

To reserve space:

To reserve space return the enclosed contract or call Lisa McGowan, 415-642-9994 [email: Lisa@FemBkNews.com].

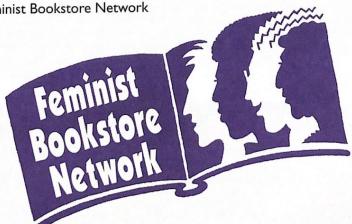
Thanks to the help and support of the publishing community, the Feminist Bookstores' Holiday Catalog is the largest and most effective feminist book promotion this country has ever seen.

Please call us today to book your ads.

Carol Seajay & Lisa McGowan

CAROL Seajay

for the Feminist Bookstore Network



Raven in the Grove Reader's Feast-Bookstore-Cafe+ Real World Emporium Recovering Hearts Book and Gift Store Rising Moon Books & Beyond Room of One's Own+ Ruby Slippers* Rubyfruit Books+ Sappho's Garden Silkwood Bookstore Sissy's Inc. Sisterhood Bookstore+ Sisterspace & Books-African American Women's Books Sisterspirit Bookstore+ The Source—Bookstore & Coffeehouse Stepping Stones* **Sweet Violets** Textures Third Wave, Feminist Booksellers+ Thunder Road Books Toronto Women's Bookstore+ Travellin' Pages Two Sisters Bookshop Two of a Kind Valley Women Books and Gifts+ Violets & Rainbows* Whispering Wisdom* Wild Iris Books A Woman's Place Bookstore/Calgary A Woman's Place Bookstore/SLC+ A Woman's Prerogative A Woman's Spirit* Womankind Books+ Womankind Gifts Womansline Books+ Women & Children First+ Women In Print Women's Bookstop+ The Women's Project Womencrafts Inc.+

Wonderworks* Word Is Out

^{*} new since last Catalog

⁺ open 10 years or more

CONTRACT

Deadlines:

July 9, 1997 Contracts Due

July 22, 1997 Books (or jackets) and Payment

Send contract, payment, books (or jackets) to:

Feminist Bookstore's Holiday Catalog

July 16, 1997 Copy Due

Feminist Bookstore News

Nº 6089

FBN Federal Tax I.D.# 94-3052584

he fourth Feminist Bookstores' Holiday Catalog will circulate to over 400,000 feminist book-buying households during the holiday buying season. 150,000 copies will be mailed to feminist and lesbian magazine subscribers including Ms., Curve, Out, Women's Review of Books, and various librarian and women's studies lists. 115 feminist bookstores will distribute 250,000 copies to their own mailing lists and over-the-counter to their walk-in customers and use catalog titles as the focal point of their in-store holiday displays.

in-store holiday displays.				2180 Bryant Street #207 or P.O. Box 882554		
The 1997 Catalog will also be posted on	the FR-N	let Web site	San Francisco, C.		cisco, CA 9418	38
The Web version of the catalog will be i	indeved o	n all the	Attention: Lisa N	vicGowan		
appropriate search engines and ann			Phone: 415-642-	0004		
the Web-version and obtaining the print-version will be sent to women's, feminist, lesbian, librarian, women's studies,		Fax: 415-642-				
		Email: Lisa@Fen				
and other relevant e-lists and web sites.			Ditain Distroi Cit	ibki vews.com		
posted on the Website for \$70; text only, \$35/title.		Questions?				
			Call Feminist Boo	okstore News 415-642	2-9993	
Catalogs include order forms to facilita	te orderin	g.	Categories			
I authorize the purchase of the following 1997 Feminist Bookstore's Holiday Catal	g space(s) log.	in the	Art Books Book Groups	Jewish Book Month Journals &	New Media	
regular ads @	\$1295	\$	_ Calendars	Journal Keeping	Poetry Psychology	
feature ads @	\$1695	\$		Lesbian Fiction	Reference	
double-feature ads (up to 2 books) @	\$2495	\$	Creative Essay	Lesbian Non-Fiction	Science Fict	
그 100대를 가게 들어가게 되었다면서 살아왔다면 얼굴을 가지만 하는 경우리는 것으로 가는 것으로 들어 보았다.		\$		Literature & Drama Lives	Spirituality	
		\$		Making Change	Sports & Fit Theory & P	
	\$ 35	\$	Gift Books	Mid-Life Changes	Travel	onneo
reconc. text only (titles)		\$	- Health	Mothers & Daughters	Work	
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Double-Feature Ads						
Consider for Cover (Please note if you w	ould like a	feature space	e if cover is not available	e.)		
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I understand that Feminist Bookstore Ne	ws reserve	s the right to	make final decisions on	titles submitted on this co	ntract.	
Date		Publi				_
Authorized Signature		Addr	ess			-
Print Name						_
Title		Conta	act Person for Materials			_
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CONTRACT

No 6089

he fourth Feminist Bookstores' Holiday Catalog will circulate to over 400,000 feminist book-buying households during the holiday buying season. 150,000 copies will be mailed to feminist and lesbian magazine subscribers including Ms., Curve, Out, Women's Review of Books, and various librarian and women's studies lists. 115 feminist bookstores will distribute 250,000 copies to their own mailing lists and over-the-counter to their walk-in customers and use catalog titles as the focal point of their in-store holiday displays.

The 1997 Catalog will also be posted on the FB-Net Web site. The Web version of the catalog will be indexed on all the appropropriate search engines and announcements about the Web-version and obtaining the print-version will be sent to women's, feminist, lesbian, librarian, women's studies, and other relevant e-lists and web sites. Covers will be posted on the Website for \$70; text only, \$35/title.

Catalogs include order forms to facilitate ordering.

I authorize the	purchase of the following space(s) in	th.
1997 Feminist B	ookstore's Holiday Catalog.	

- Tonday Ca	tatog.	
regular ads	@ \$1295	\$
feature ads	@ \$1695	\$
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