

# *Announcing*

2nd Annual

Feminist  
Bookstore  
News 

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*University  
Press  
Issue*

November 1987



## Celebrating University Publishing

Last spring we decided to celebrate the vitality of university press feminist publishing with a special University Press Issue of FBN. We wrote to university publishers asking for catalogs, new book announcements, odd trivia and advertising and received many enthusiastic responses. We solicited special articles and columns for the issue, merged it all together and ended up with a special *double* issue on university press publishing. Our subscribers were delighted. Booksellers wrote saying it was one of the most useful (and most carefully read) issues in recent years.

So we decided to do it again!

We've had such an overwhelmingly positive response from both our subscribers and the university press publishers that we've decided to do it again in the fall of 1987.

Send us your information.

We welcome your recommendations for books to include in these articles. Send us your suggestions for the issue and

### Specifications:

	Rate	Width	Height
Full Page	\$300	6 1/4 x	7 1/8
Half Page (Horiz.)	175	6 1/4 x	3 1/2
Half Page (Vert.)	175	3 1/8 x	7 1/8
Quarter Page	90	3 x	3 1/2

10% discount for additional ads reserved with a Celebration of University Publishing ad.

**FBN Mailing List:** Do your own mailing: FBN's bookstores list rents for \$35. 200+ bookstores, on labels in zip code order.

**Read FBN!** The scoop on new stores, new books, and news from the entire Women-In-Print movement. 48+ pages/issue. 6 issues/year. \$45.

news, back to press figures, historical information and interesting trivia.

### Advertising

Feminist booksellers sell \$8 million in feminist books annually. They talk, sell, and promote feminist books with a passion and are your strongest link between the books you publish and the women who will buy them. Because all the feminist booksellers read FBN for information about new feminist titles – books they can promote and sell – your ad in FBN is an extremely effective way to reach and enlist these booksellers in your sales team. Dollar for dollar, FBN ads may be the most successful ads you place all year.

We encourage you to advertise backlist titles as well as your fall '87 and spring '88 titles. Feminist booksellers are interested in both academic and popular books and have a strong market for fiction. If you are publishing a feminist series, advertise under its banner.

Feminist bookstores support publishers that support them.

### Deadlines

October 15: Space Reservations

October 23: Ad Copy

Payment must accompany ad copy or be received by October 23.

### Mechanicals

Display ads should be camera-ready, actual size, artwork in position. Screens up to 110. Please specify if artwork needs to be returned. FBN production work will be billed at prevailing rates. If

you mount your ad on a board for mailing, please make sure it is easily removed.

### Send to:

The Feminist Bookstore News, PO Box 882554, San Francisco, CA 94188 • 415-626-1556.  
LAST MINUTE PANIC! UPS, Federal Express and last minute courier shipments to FBN at 2120 Market St. #208, San Francisco, CA 94114.

### Reservation Form

Please reserve the following space for our ad:

\_\_\_ Full Page(s)    \_\_\_ Half Page/Vert.    \_\_\_ Column Inches  
\_\_\_ 2 Facing Pages    \_\_\_ Half Page/Horiz.  
(10% discount)

Please also reserve \_\_\_\_\_ (size) ads in the following 1988 issues:  
Jan/Feb \_\_\_ Mar/Apr \_\_\_ May/Jun \_\_\_ Jul/Aug \_\_\_ Sept/Oct \_\_\_

(10% discount if reserved with University Press issue.)

\_\_\_ Subscription: Enclosed is \$45 for one year subscription to FBN.  
\_\_\_ Mailing List: Enclosed is \$35 for the FBN mailing list.

Contact Person: \_\_\_\_\_

Publisher: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

FBN • PO BOX 882554 • San Francisco, CA 94188 • (415) 626-1556  
UPS Only: FBN • 2120 Market Street • #208 • San Francisco, CA 94114

For further information contact:

Carol Seajay, Editor – (415) 626-1556

Pam McGlasson, Advertising Director – (415) 841-1178



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# Feminist Bookstore News

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P.O. Box 882554, San Francisco, California 94188

## What is FBN?

FBN is the trade magazine for the 100  
+ feminist bookstores in the U.S. and  
Canada – and 100 other feminist books  
care passionately about feminist  
and causes. Ten years of continuous  
publication! Do feminist bookstores  
read FBN? Ask your local feminist  
bookseller!

Bulk Rate  
U.S. Postage  
PAID  
Permit No. 652  
San Francisco,  
California

*Celebrating University and  
Academic Feminist Publishing.*





*Announcing*

Feminist  
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**1987**  
*Sidelines*  
Catalog



**Sidelines: Everything sold in a bookstore that isn't a book!**

Cards, buttons and T-shirts, crafts, records, posters, goddess representations, jewelry, clothing of every kind - and everything else you can think of to sell in a bookstore. The possibilities are endless.

The FBN Sidelines Catalog: All the sidelines available to feminist book-sellers in one handy catalog!

**Why?**

Some bookstores sell "sidelines" (that's probably "mainline" to you!) because the mark-ups are better than on books. Feminist bookstores carry sidelines because their customers want them - buttons for politics, T-shirts to feel good, jewelry that affirms our lives. Feminist Bookstores carry sidelines because not everyone reads books - and because we want to have a good time

and enjoy our lives all along the way. And because your work is a part of our culture.

**So How Can You Get Your Wares Into the Bookstores?**

It's a lot easier than it used to be.

Run an ad in the annual FBN Sidelines Catalog. 200 feminist and alternative bookstores read FBN Sidelines Catalog to find new items for their stores, then keep it at hand for ordering all year long. Most stores place orders from The Catalog for December gift merchandise. And FBN sends The Catalog to each new feminist store that opens in the next year.

**Zap** - one ad and your work is in all the right places at the most opportune time.

**Ads & Listings**

**Display Ads:** The clearest and best communication. Free listing with full-page and half-page ads.

	Rate	Width	Height
Full Page	\$250	6 3/8"	x 7 1/8"
Half Page (Horiz.)	150	6 3/8"	x 3 1/2"
Half Page (Vert.)	150	3 1/4"	x 7 1/8"
Quarter Page	80	3"	x 3 1/2"
Per Column Inch	25	3"	x 1"

Contract rate: 10% discount for 2 ads reserved at one time. 15% for 3 + insertions.

**Listings:** Listings will be run by category of work - like a classified ad. Short Listings (50 words) are \$30. Long Listings (up to 100 words) are \$40. You may run duplicate (identical) listings under additional categories for \$10 per category.

Be sure to include your wholesale terms for bookstores!

**Read FBN!** The scoop on new stores, new books, and news from the entire Women-In-Print movement. 48 + pages/ issue. 6 issues/ year. \$40.

**FBN Mailing List:** Do your own mailing: FBN's bookstores list rents for \$35. 200 + bookstores, on labels in zip code order.

**Deadlines**

June 15: Listings  
Display Ad Space  
Reservations

June 25: Camera Ready Display Ad  
Copy (free listings may accompany ad copy.)

Payment must accompany ad copy or listing unless other arrangements are made.

**Mechanicals**

Display ads should be camera ready, actual size, artwork in position. Screens up to 110. Please specify if

artwork needs to be returned. FBN production work will be billed at prevailing rates. If you mount your ad on a board for mailing, please make sure it is easily removed.

**Send to:**

The Feminist Bookstore News, PO Box 882554, San Francisco, CA 94188  
415-626-1556.

**LAST MINUTE PANIC! UPS, Federal Express and last minute courier shipments to FBN at 2120 Market St. #208, San Francisco, CA 94114.**

**Reservation Form**

**Display Ad**

Please reserve the following space for my/ our ad:  
 full page(s)       half page-vert.       column inches  
 half page-horiz.       quarter page

**Listing**

Attached is my listing. Please run it under the following category (ies):

- Buttons     Cards     Posters     Bumperstickers  
 Jewelry     T-shirts     Clothing     Crafts  
 Music     Video     Children     Audio-Tapes  
 Distributors     Misc.     Other (please specify) \_\_\_\_\_

Subscription: Enclosed is \$40 for 1 year's subscription to FBN.  
 Mailing List: Enclosed is \$35 for the FBN mailing list.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Zip: \_\_\_\_\_

Phone No. - Day: \_\_\_\_\_ Eve.: \_\_\_\_\_

FBN • PO Box 882554 • San Francisco, CA 94188

For further information contact:  
 Carol Seajay, Editor — 415-626-1556.



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# Feminist Bookstore News

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## What is FBN?

FBN is the trade magazine for the 100 + feminist bookstores in the U.S. and Canada - and 100 other bookstores that care passionately about feminist books and causes. Ten years of continuous publication! Do feminist bookstores read FBN? Ask your local feminist bookseller!

Bulk Rate  
U.S. Postage  
PAID  
Permit No. 652  
San Francisco,  
California

*A catalog of cards, t-shirts, buttons  
and other sidelines for feminist bookstores.  
The one ad that will reach them all...*



# FBN Services For Publishers

**1) Target Marketing:**

Promote feminist books to feminist booksellers. Feminist booksellers sell \$8 million in feminist books annually. They talk, sell and promote feminist books with a passion and are your strongest link between the books you publish and the women who want to buy them. One ad in FBN is the most effective way to reach these booksellers and enlist them as your point of purchase sales team. Dollar for dollar, FBN ads may be the most successful ads you place. Full page \$300 (6 x 7). Half page \$175. Contract and agency discounts available.

**2) Backlist Promotion:**

Put new life in your backlist feminist titles. Feminist bookstores—like all successful specialty bookstores—actively seek out and sell backlist titles. And thirty new feminist bookstores have opened in the last three years. Many of them may never have heard of your best selling feminist backlist titles. A backlist ad can sell these titles to the new stores and serve as a restocking reminder to older stores at the same time. The bottom line is this: backlist ads in FBN sell books.

**3) Feminist Bookstore Mailing List:**


Rent our mailing list of feminist, gay, alternative and independent bookstores with strong feminist leanings. 200+ bookstores on labels in zip code order for easy bulk mailing. \$35. Updated monthly. You can't find a stronger, more accurate list of feminist bookstores.

**4) Ad Design and Layout:**

No ad in our size? Need an ad featuring your feminist titles? No problem. Our art department will prepare ads from your materials and copy to fit our pages. Nominal charge plus costs.

For more information, a sample copy, and a rate card, contact Carol Seajay, Editor, (415) 626-1556 or Pam McGlasson, Advertising Director, (415) 841-1178.

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Bookstore  
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PO. Box 882554, San Francisco, California 94188





ROU FANG  
501275  
MADE IN U.S.A.