

MBS PROMO GUIDE

Marketing materials for sellback and rental returns.



STEPS AND CONTENTS

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Choose from our inspiring, customizable themes.

2 CUSTOMIZABLE MATERIALS 12

Personalize your store's message on posters, stuffers, social media images and more.

3 ADDITIONAL MATERIALS 16

Choose additional signage to alert or guide students to your event.

4 CONTACT YOUR REP 19

Once you've made your selections, contact your MBS representative with your request.

Images shown in catalog may differ slightly from actual items. We reserve the right to change, add, edit or eliminate items. If you would like a sample of an item, please contact your MBS rep.

THEMES



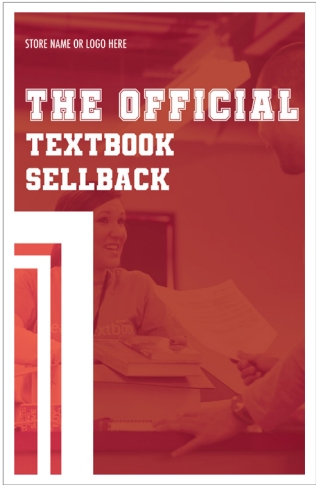
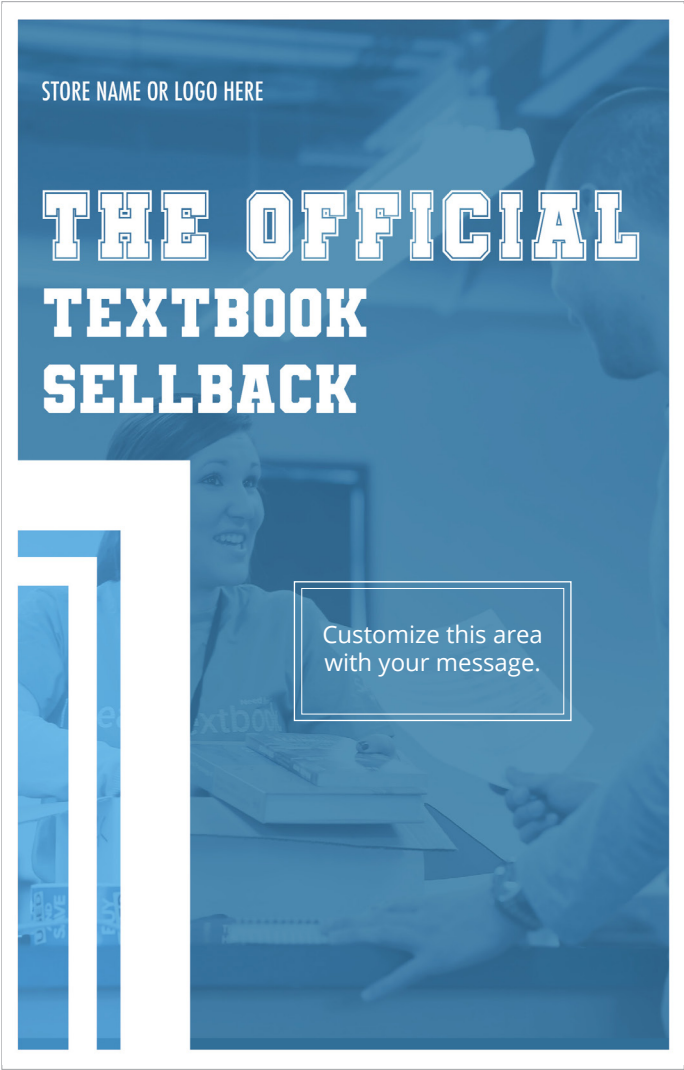
CONTACT US

Let your MBS rep know which theme you would like to use in your store.

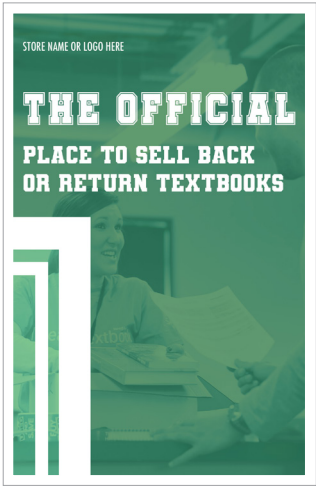
INTERESTED IN DESIGNING YOUR OWN CUSTOM THEME?

Turn to the “Customizable Materials” section on pg. 13 and use the “Art Area” dimensions to design your materials. We’ll print the materials for you; simply supply a high-resolution PDF or .jpg file.





Sellback



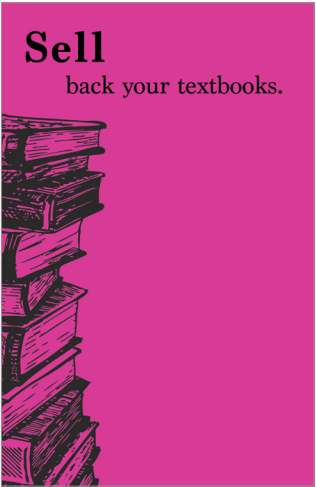
Sellback & Rental Return

OFFICIAL
...

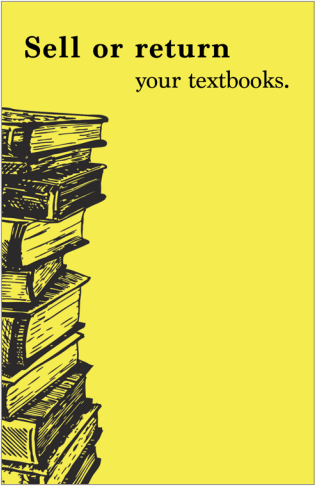


ONE-COLOR CUSTOMIZABLE

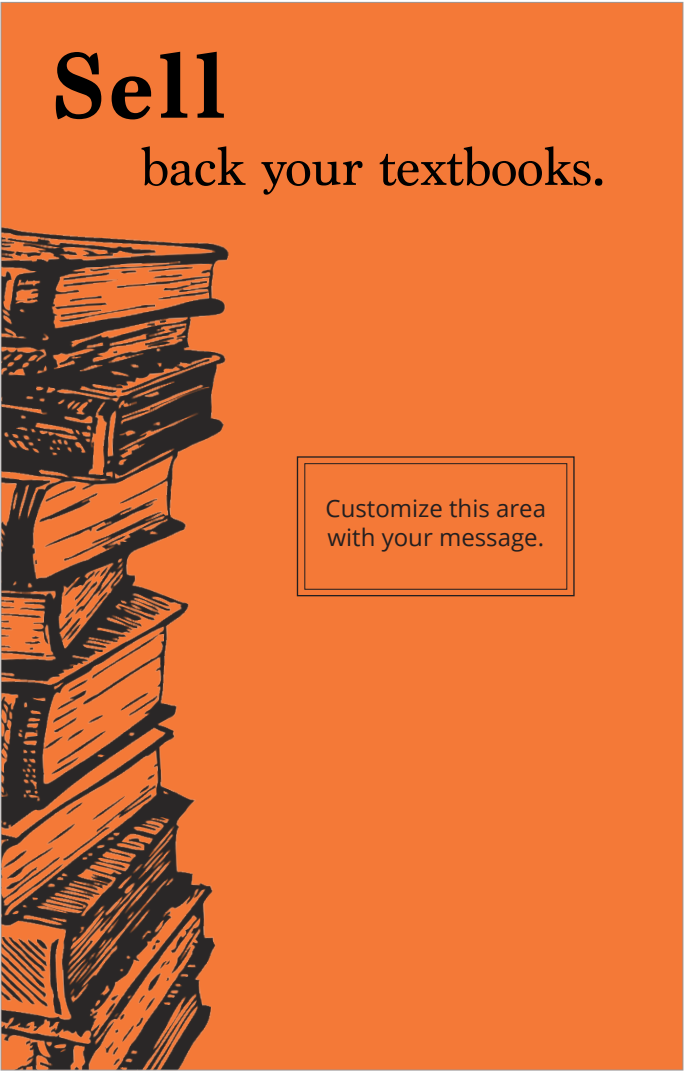
Send us your school's primary color [Pantone or CMYK value] and logo [as a large .png or .eps]. We will customize the template with your school's branding. If we do not receive a logo, your school's name will be written.



Sellback



Sellback & Rental Return

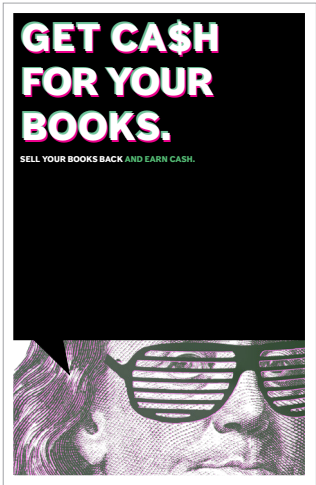
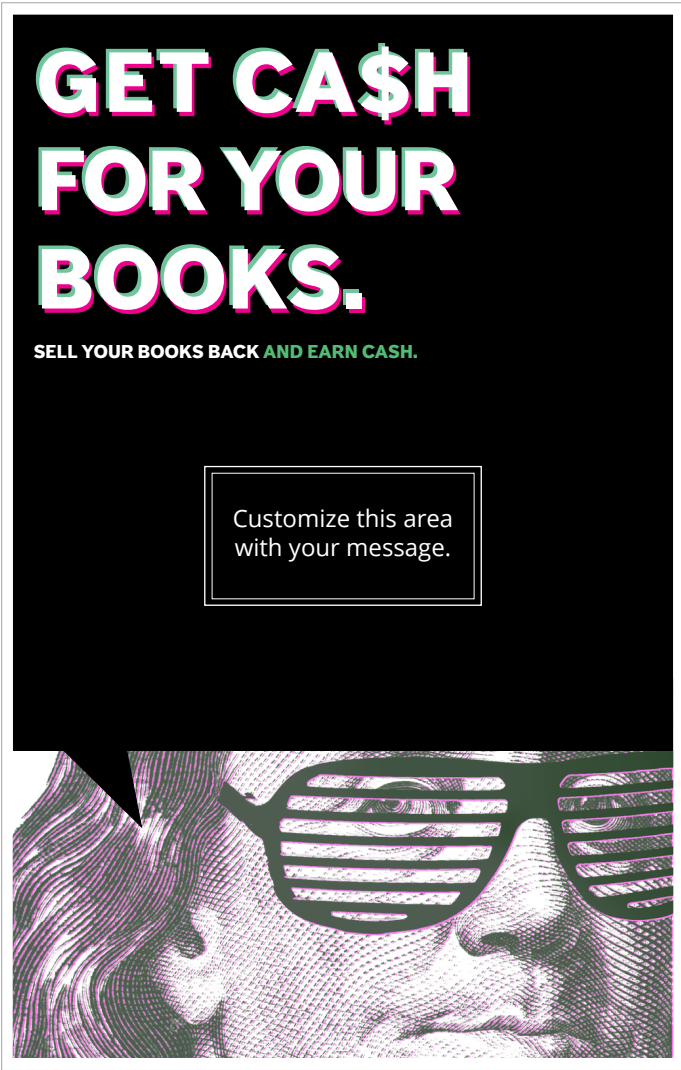


BOOKS

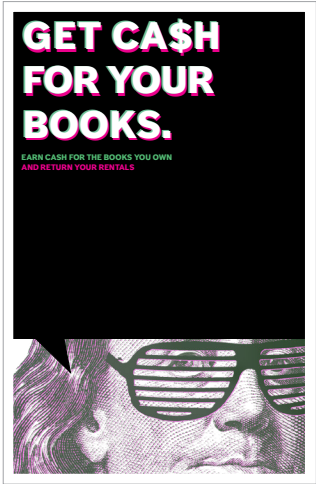
One Color . . .



Select from one of these fluorescent paper color options.

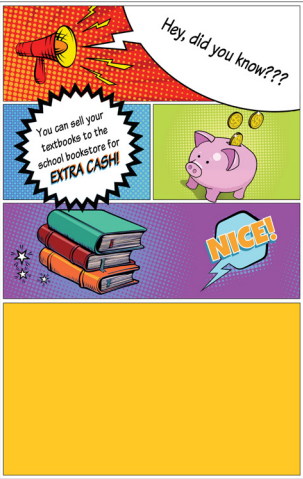


Sellback



Sellback & Rental Return

CASH
...

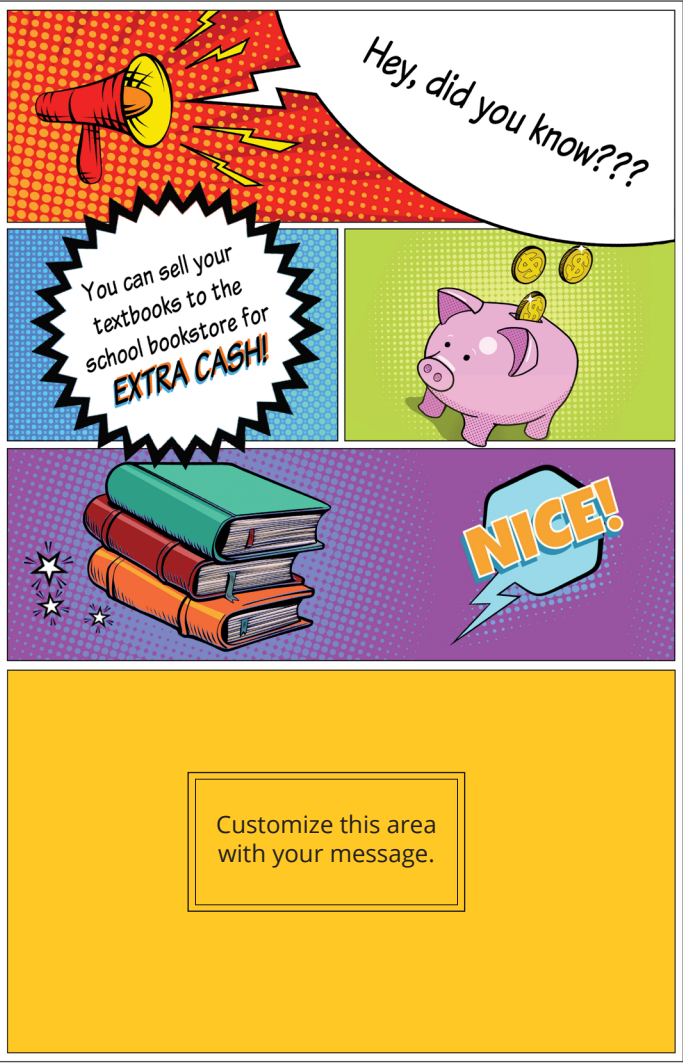


Sellback




Sellback & Rental Return

Customize this area by highlighting your rental return event's dates.



COMIC


...



DON'T FORGET TO SELL
BACK YOUR TEXTBOOKS!

JANUARY

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |





DON'T FORGET TO SELL
BACK YOUR TEXTBOOKS!

JANUARY

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |



Customize this
area by highlighting
your event's dates.

Sellback



SELL OR RETURN
YOUR TEXTBOOKS!

JANUARY

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |



Sellback & Rental Return

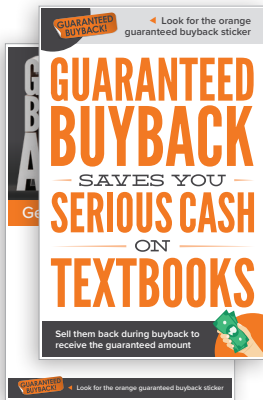
CALENDAR

...



ONE-COLOR CUSTOMIZABLE

Send us your school's primary color [Pantone or CMYK value] and logo [as a large .png or .eps]. We will customize the template with your school's branding. If we do not receive a logo, your school's name will be written.



posters



stickers
available in rolls of 1000
Size: 1.5 x .5 in.

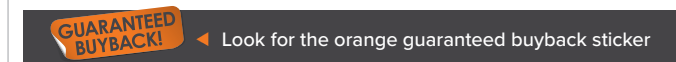
shelf talker extenders
slides into your existing shelf talker
Available in 3 sizes
7.5 x 2.94 in.
7.5 x 1.25 in.
And 4 x 4 in.



This non-imprintable theme can be paired with any of the materials on pages 15 -16



Customize this area with your top titles and prices

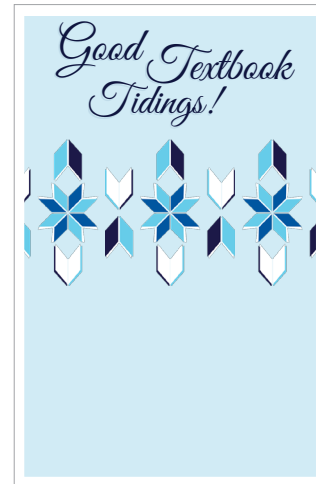


GUARANTEED BUYBACK





Sellback



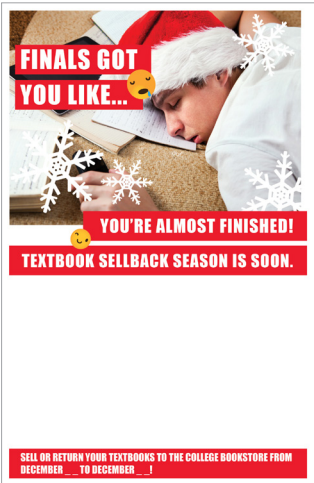
Sellback & Rental Return

TEXTBOOK TIDINGS

• • • Holiday



Sellback



Sellback & Rental Return

Customize this area with your event's dates.



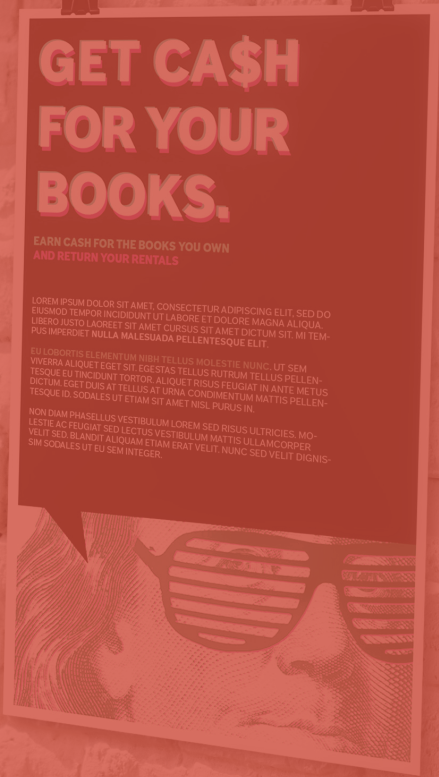
Customize this area with your message.

SELLBACK YOUR TEXTBOOKS TO THE COLLEGE BOOKSTORE FROM DECEMBER __ TO DECEMBER __!

SELLBACK SEASON

Holiday . . .

CUSTOMIZABLE PRINTED MATERIALS



CUSTOMIZATION TIPS

Keep it short

If you have additional information that you need to include, select a two-sided template option.

Feature promotions

If you're offering enticements, include those details.



POSTER



Sizes:

11 x 17 in. | art area:

10.5 x 16.5 in.

8.5 x 11 in. | art area:

8 x 10.5 in.

BOOKMARK



Size:

8.5 x 2.75 in.

Art Area:

8 x 2.25 in.

STUFFER



Size:

4.25 x 5.5 in.

Art Area:

3.75 x 5 in.



We will pay up to 50% of the latest New Book Price providing the textbook:

- 1 is being used on this campus.*
- 2 is needed to fill the bookstore's quota.
- 3 is in resalable condition.

* Other books not needed on this campus but having national demand may be bought back too.

To get the most for your books, make sure they are in good condition and have:

- All pages intact, including cover
- No ink writing
- No excessive highlighting
- No water damage

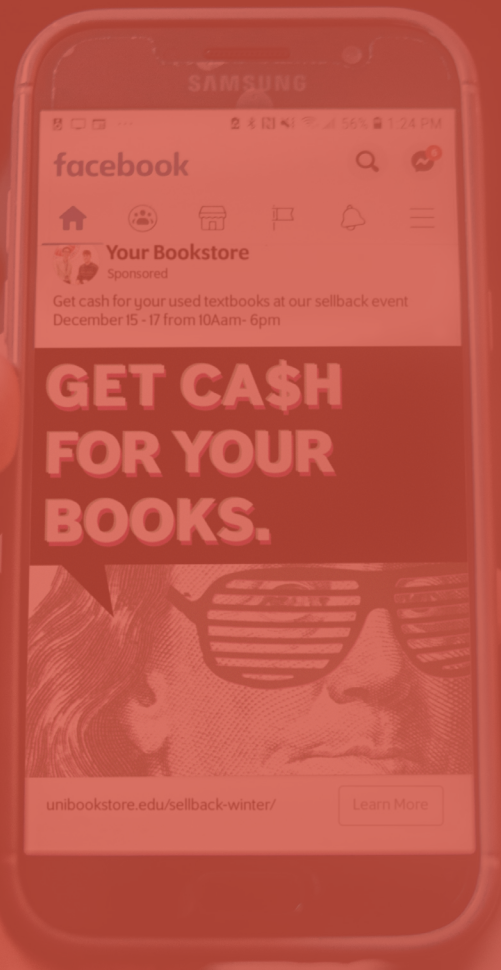
If your books came as part of a set or package, don't forget to bring all pieces, including, but not limited to:

- CDs
- Lab manuals
- Study guides
- Cassette tapes
- Models
- Practice tests
- Workbooks

ADD A BACK

Upon request, bookmarks and stuffers are customizable with store refund policy or buyback pricing and best practices.

CUSTOMIZABLE DIGITAL MATERIALS



CUSTOMIZATION TIPS

Highlight your services

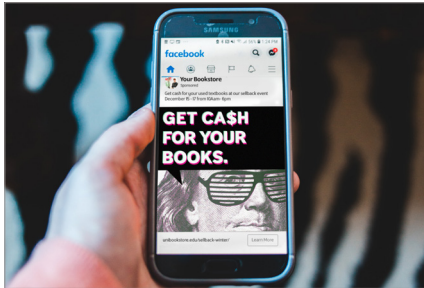
Let your students know what sets you apart.

Use multiple channels

Reach students through: posters, flyers, social media and your website.



SOCIAL MEDIA IMAGE



Size:
1200 x 600 pixels

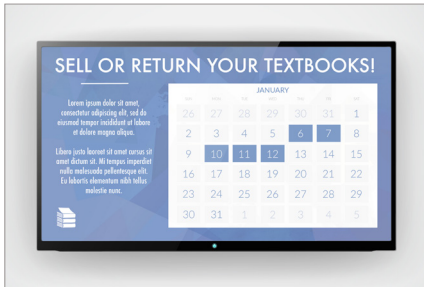
Get a social media image optimized for Instagram, Facebook or Twitter.

EMAIL



Email students an embedded .jpg of your poster. The image can be hyperlinked to a web page of your choice.

FLAT SCREEN AD



Size:
1920 x 1080 pixels

Get your buyback theme in a 16:9 wide-format for monitors.*

WEB BANNER



Size:
• Standard: 400 x 600 pixels

Include an image of your buyback theme on your website.*

**For flat screen ads and web banners, we will email you the .jpg image.*

ADDITIONAL MATERIALS



SHARE YOUR STUDENT MARKETING IDEAS

If you're considering a creative promotion or giveaway, contact your MBS rep at least three months prior to sellback to discuss ways we can help.



YARD SIGNS



Weather-resistant yard signs, with or without wire frame.

Size:
26 x 16 in.

Price:
\$5.00

DIRECTIONAL SIGNS



Choose between one of the above fluorescent paper colors. Signs are 2-sided with a left arrow on one side and right on the other.

Size:
11 x 17 in.

Price:
\$0.30

FOOT DECALS



Non-slip coating, adhesive back.

Size:
4.5 x 12 in.

Price:
\$2.25 / pair

BUYBACK CHECKLIST

HAVE YOU:

- ☐ Contacted your MBS Field Marketing Territory Manager with buyback dates and times?
- ☐ Selected, if possible, additional locations?
- ☐ Made another attempt to get last minute adoptions before buyback to strengthen your retail list?
- ☐ Brainstormed ways to further promote your buyback with your MBS rep?





Have questions?



Contact Your MBS Field Marketing
Territory Manager.

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TO VIEW THE PROMO
GUIDE ONLINE, GO TO
PROMO.MBSBOOKS.COM



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