

the reading agency

Promotions Calendar 2012

Promotion	Audience	When	Sign-up period	POS order deadline	Cost
Mood-boosting Books	Adults	Jan – May 2012	November – April	31 March 2012	POS: 2 free packs per library authority Packs of 100 A5 leaflets, 10 A4 posters, 5 A3 headers = £10. P&P charges: 1–3 packs: £9.00; 4–6 packs: £18.00; 7–10 packs: £27.00
TV Book Club	Adults	Jan – March 2012	November – January 2012	4 January 2012	POS: Pillar posters (in 5s): £4.00 (in 10s): £7.00 A5 magazines (in 50s): £15.00 (in 100s): £26 (in 200s): £48 Sticker sheets: £0.50 per sheet P&P: based on total spend
Quick Reads	Adults	14 Feb	October – November 2011	N/A – all library authorities sent material	POS: Free, delivered by library suppliers
World Book Day	Children	1 March	October – November 2011	N/A – all library authorities sent material	POS: Free, delivered by library suppliers

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Orange Prize for Fiction	Adults	March – June 2012	January – February 2012	14 February 2012	POS: A3 longlist and shortlist posters; stickers sheets FREE
Romantic Novelists' Association Awards	Adults	March – May 2012	February 2012	14 February 2012	POS: A4 Sticker sheet (35 stickers) @ 50p each A2 posters (5s): £4.00 (in 10s): £7.00 A6 magazines (in 50s) @ £11.00 A6 magazines (in 100s) @ £20.00 A6 magazines (in 200s) @ £36.00
World Book Night	Adults/young people	23 April 2012	October – December	TBC	TBC
Independent Foreign Fiction Prize	Adults	April – June 2012	April 2012	12 April 2012	Free
British Sports Book Awards	Adults	May – July 2012	April 2012	18 April 2012	POS: Pillar posters (in 5s): £4.00 (in 10s): £7.00 A5 magazines (in 50s): £15.00 (in 100s): £26 (in 200s): £48 Sticker sheets: £0.50 per sheet P&P: based on total spend
National Crime Writing Month	Adults	June	May	TBC	POS: Downloadable material (TBC)

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The TV Book Club Summer Reads	Adults	June – August 2012	April – May 2012	20 May 2012	POS: Pillar posters (in 5s): £4.00 (in 10s): £7.00 A5 magazines (in 50s): £15.00 (in 100s): £26 (in 200s): £48 Sticker sheets: £0.50 per sheet P&P: based on total spend
Specsavers Crime Thriller Awards	Adults	August – October 2012 Winner announced: October	July 2012	July 2012	TBC
Galaxy National Book Awards	Adults	November – December 2012	October 2012	November 2012	TBC

Please visit the Reading Agency [shop](#) for details of promotions which are currently available.