

CANADIAN INDEPENDENT BOOKSTORE DAY

April 27, 2024



OPPORTUNITIES FOR BOOKSELLERS

INTRODUCTION

We can't wait to celebrate Canadian Independent Bookstore Day (CIBD) on
April 27, 2024!

This guide will help you plan for the big day including info about:

- Customer giveaways designed and produced by publishers
 - Product exclusives for retail sale
- Promotional bookmarks sponsored and distributed by Friesens
 - A special opportunity for support of advertising initiatives
 - Ideas for in-store and online activities

**Some initiatives have unique terms and conditions.
Please read all details carefully.**

Additionally, a toolkit containing design assets and graphics for in-store and online promotion will be made available to CIBA members in early February.
If you have any questions, please email kayla.calder@cibabooks.ca.

We look forward to celebrating with you!



TIMELINE



March 8: deadline to sign up for giveaways

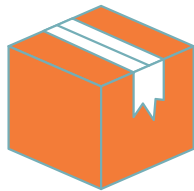


March 11: Promotional assets available to CIBA members



April 2: Public campaign launch

April 13: Giveaways and exclusives arrive in stores



April 27:
Canadian Independent Bookstore Day!



GIVEAWAYS

Our partners have developed these free items for customer giveaway.

Details for each giveaway can be found in the pages below. For all giveaways, quantities are limited and final distribution will be up to the discretion of individual publishers. This may include a “first come, first served” approach, so a timely response is beneficial to booksellers.

Booksellers will have full autonomy over deciding how giveaway items are distributed to customers (e.g., gift with purchase, prize wheel, swag bags).

Use the form linked at bottom of each page to express interest in receiving specific giveaway items. You should receive a confirmation email after signing up.

The deadline to sign up was March 8. Please note that signing up does not guarantee you will receive items due to limited stock.



GIVEAWAYS



"Shop Local" Stickers from Penguin Random House Canada

PRHC will provide special CIBD-themed sticker sheets again this year. Image left shows the 2023 design. Final design may vary slightly.

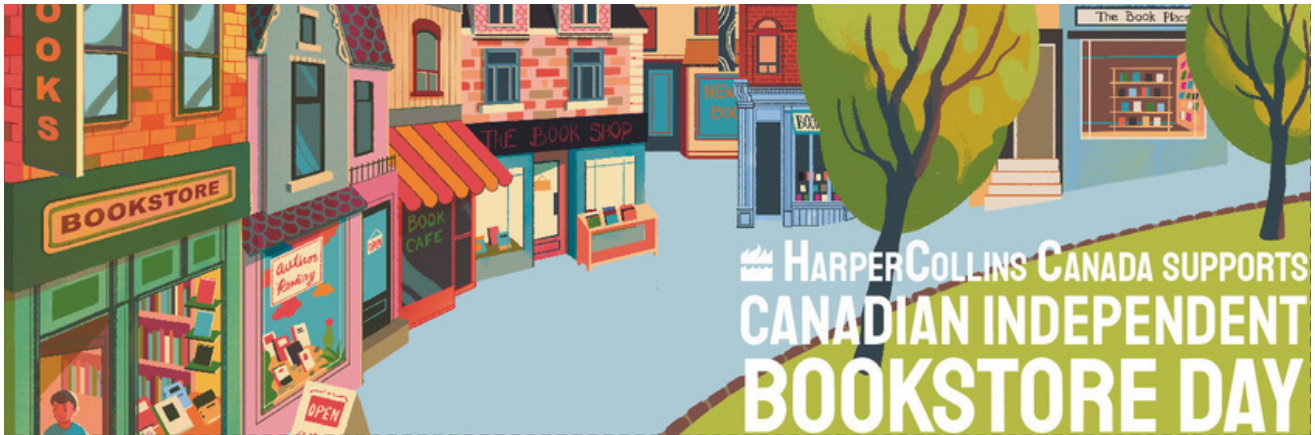
Collectible M&S Notebooks from Penguin Random House Canada

Stitched 5x7 workbooks featuring cover art celebrating McClelland & Stewart. Image shows cover mock-up. Inside features 30 blank pages.



THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS



Chocolate Bars from HarperCollins Canada

Celebrate Canadian indies with the perfect reading companion: chocolate! Milk chocolate bars will feature custom wrapped featuring CIBD 2024 artwork. Images show artwork featured on wrapper.

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

Keepsake Print by Kayla Miller from HarperCollins Canada

An exclusive illustration by Kayla Miller, creator of the bestselling Click graphic novel series, provided as a keepsake print. The print will feature "I love indies" messaging. Mock-up forthcoming.



"I Shop Local" Sticky Notepads from HarperCollins Canada

A book of sticky notes perfect for readers who like to mark key passages and write notes while reading. Image shows 2022 design. Final product may change slightly.

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

Rupi Kaur Signed Print from Simon & Schuster Canada

In celebration of the 10th anniversary of the publication of *milk and honey* by Canadian poet Rupi Kaur: an exclusive signed print of a poem from the book, packaged in a protective envelope.

most importantly love
like it's the only thing you know how
at the end of the day all this
means nothing
this page
where you're sitting
your degree
your job
the money
nothing even matters
except love and human connection
who you loved
and how deeply you loved them
how you touched the people around you
and how much you gave them

- rupi kaur



Shop Local Sticker from Simon & Schuster Canada

Circular 50x50mm sticker featuring the Simon & Schuster Canada sower saying "Simon says shop local!" Image shows sticker mock-up.

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS



Readerly Door Hangers from Scholastic Canada

"Do not disturb, I'm reading a book from my neighbourhood store!" door hanger featuring Elise Gravel artwork. English on one side and French on reverse. Image shows artwork.



THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS



Ray Xu Designed Stickers from Canadian Manda Group and Union Square

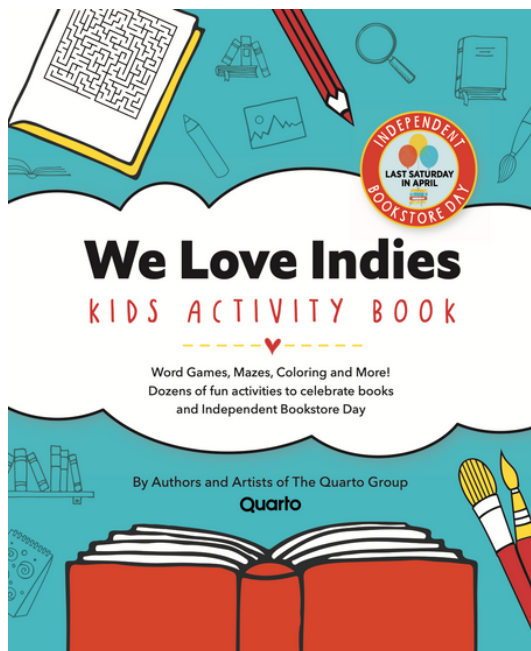
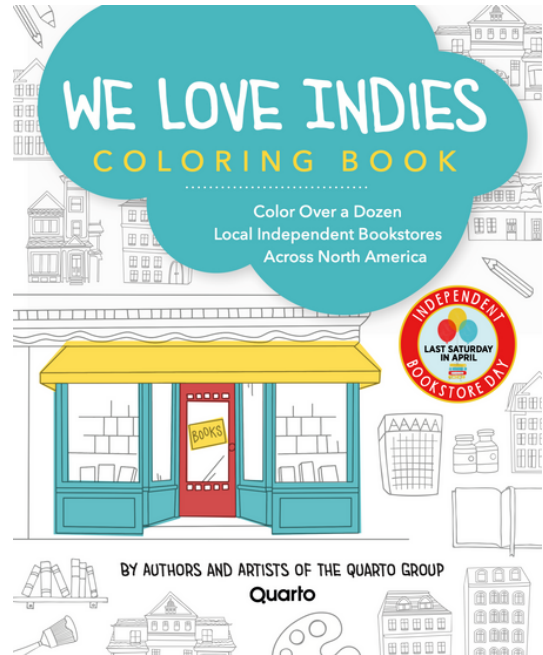
To celebrate CIBD, Union Square Publishing and Canadian author Ray Xu have created a charming 3x3-inch sticker that features Kevin, the protagonist from Ray's new middle-grade *Graphic Novel Alterations*. The sticker proudly declares "I Love My Indie Bookstore," capturing the joyous moment when Kevin eagerly dives into a book acquired from his beloved independent bookstore.

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

We Love Indies Colouring Book from Canadian Manda Group and Quarto Books

Colouring booklet features artists from the Quarto Creates catalogue. Pages highlight the illustrators' favourite local independent bookstores. Image shows cover.



We Love Indies Kids Activity Book from Canadian Manda Group and Quarto Books

A collection of word games, mazes, and colouring pages inspired by a love for bookstores and books, including some of Quarto's bestselling titles and series. Image shows cover.

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

Book Lovers' Tea Blend from Dundurn Press

A book lovers' custom tea blend created by Canada's most renowned tea sommelier Linda Gaylard. Curated exclusively for booksellers in celebration of Canadian Independent Bookstore Day by your friends at Dundurn Press.



Handselling Chapbooks from Biblioasis

Inspired by the essay "The Art of Handselling" from our author Josh Cook (Porter Square Books), we have assembled a special edition of our handselling chapbook featuring the best handsells from Canadian indie booksellers. A fun gift for your booksellers, this chapbook features a checklist for booksellers to try out new handsells inspired by their peers!

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

Limited Run Poster from ThistleDown Press

A limited-edition poster featuring the full-size cover art of *The Heathens and the Dragon: A 13th-Century Adventure* by Kate A. Boorman. 11x17". Image shows artwork featuring illustration by Byron Eggenschwiler.



This book belongs to:



Customizable Bookplates from ThistleDown Press

This giveaway features space for book owners to write their name, framed by CIBD artwork, ThistleDown Press logos, and/or an illustration by Byron Eggenschwiler from *The Heathens and the Dragon*. 3.33" x 4". Image shows one of three designs. Publisher will determine allocation of each design.

THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

In reading I continuously discovered
the extent of my own incomprehension;
it was so varied and complicated
that it became my wealth.

LISA ROBERTSON
THE BAUDELAIRE FRACTAL

COACH HOUSE BOOKS
♥
CANADIAN INDEPENDENT BOOKSTORE DAY, APRIL 27, 2024

Bookish Broadside from Coach House Books

Featuring a literary quote from Lisa Robertson's indie favourite, *The Baudelaire Fractal*, this 8" x 10" broadside is printed on thick, cream, felt paper, in the beautiful quality that Coach House is known for. Image shows quote featured.

Enamel Pins from Second Story Press

A celebratory enamel pin encouraging people to read more and be empathetic with this rallying statement: "Stop hate. Read a book!" Featuring artwork from Christine Wei originally published in the picture book *Everyone is Welcome* by Phuong Truong. Images shows pin mock-up (subject to change).



THE DEADLINE TO SIGN UP HAS NOW PASSED

GIVEAWAYS

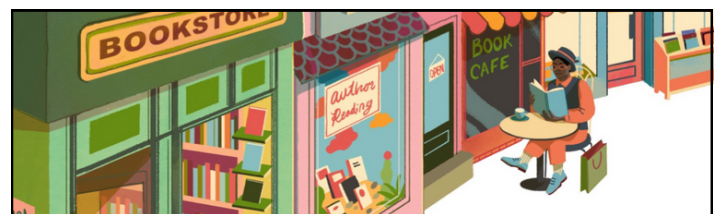


Poetry Postcard from the League of Canadian Poets

April is Poetry Month. To celebrate this and CIBD, LCP will design 5x7" postcards featuring a unique poem from a Canadian poet and a poetry prompt. Image shows 2023 designs (final design may be different). Poems/poets to be determined.

CIBD-Branded Bookmarks from University of Calgary Press

Bookmarks that read "University of Calgary Press [hearts] Canadian Independent Bookstores" featuring CIBD 2024 artwork. 2.5x8.5". Image shows mock-up.



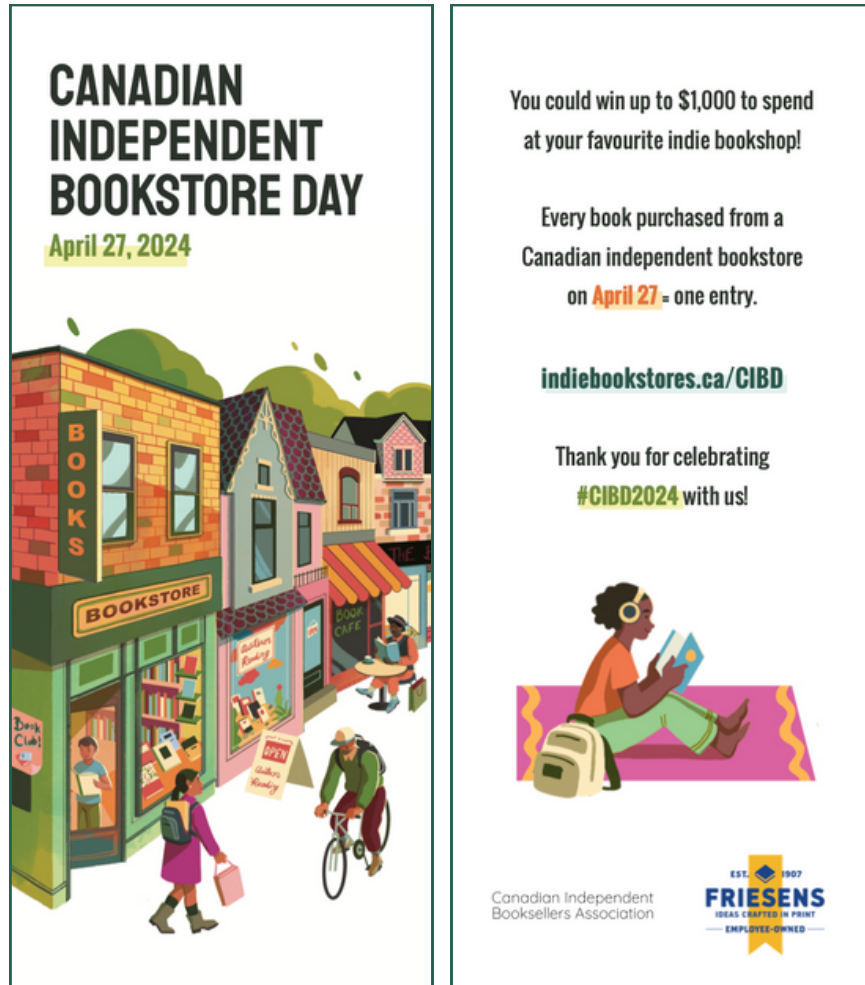
UNIVERSITY OF CALGARY
Press



CANADIAN INDEPENDENT BOOKSTORES

THE DEADLINE TO SIGN UP HAS NOW PASSED

CIBD 2024 BOOKMARKS



Friesens Corporation has sponsored the creation and distribution of promotional bookmarks! These will be 3x7" and feature campaign artwork on one side and contest info on the other side. Image shows final bookmark design.

Sign-up is required for 2024. It is estimated that each store will receive approximately 150 bookmarks.

THE DEADLINE TO SIGN UP HAS NOW PASSED

PRODUCT EXCLUSIVES

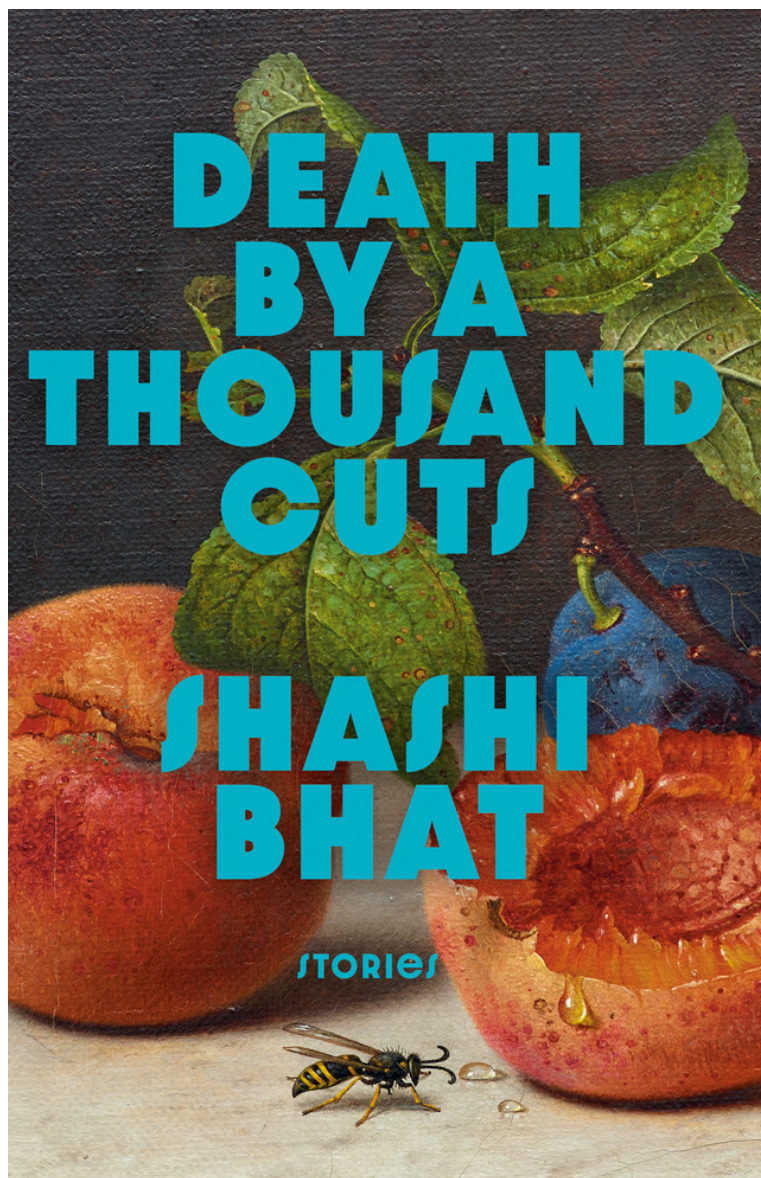
Our partners have developed special product exclusives for retail sale at Canadian independent bookstores on April 27 and beyond.

Details for each exclusive can be found in the pages below. Please read this information carefully—sales terms are unique to each item. These products can be ordered through your existing sales channels unless otherwise noted. Some items are limited in quantity.

We will update this guide as more information and opportunities become available. Please direct any questions you may have to relevant sales reps.



PRODUCT EXCLUSIVES



Early Release of Shashi Bhat's *Death By a Thousand Cuts* from Penguin Random House Canada

From the Governor General's Award-shortlisted author comes a breathtaking and sharply funny collection about the everyday trials and impossible expectations that come with being a woman. Early release will be supported by promotional assets and other marketing initiatives.

ISBN: 9780771020322

Retail price: \$24.95

Place orders as normal in advance of CIBD. Existing orders under regular on-sale ISBN (9780771095115) will be moved under early release ISBN.

[Click here to request on NetGalley!](#)



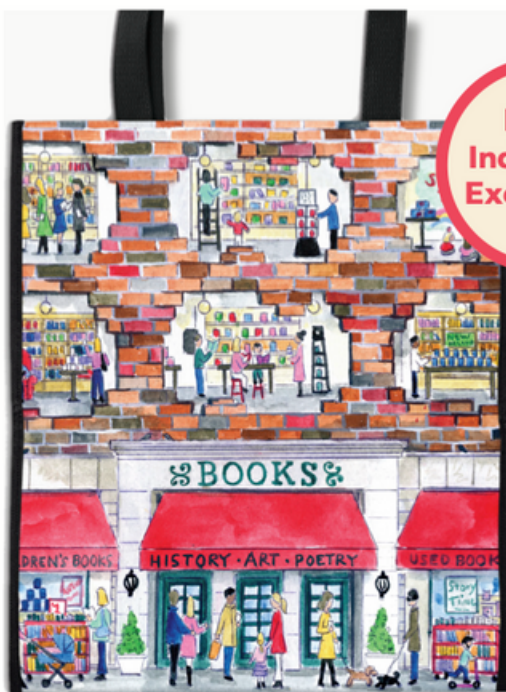
In-store display posters available!

[Click here](#) to request posters by March 8. Quantities limited. Final distribution will be up to the discretion of publisher.

Social media assets from PRHC are also forthcoming.

CELEBRATE CANADIAN INDEPENDENT BOOKSTORE DAY

This Independent Bookstore Day, Raincoast Books has partnered with Galison to bring you a new bookish offering only available to Canadian independent bookstores! Find out more about the tote as well as our other Indie Day products below and on [Bookmanager](#) and [CataList!](#)



**NEW
Indie Day
Exclusive!**

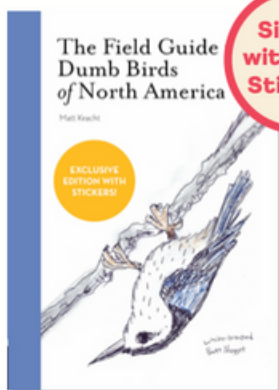
Michael Storrings A Day at the Bookstore Reusable Shopping Bag

9780735381469 • **\$7.50** • z1

Galison • by Michael Storrings

On sale date: April 27, 2024 (**Indie Day!**)

- featuring beloved artist Michael Storrings's illustration of a bustling bookstore
- low-price alternative to single-use plastic bags made from non-woven recycled plastic
- size: 14.5 x 12.75 x 5.5"



**Signed
with New
Stickers**

The Field Guide to Dumb Birds of North America (special ed.)

9781797232072 • **\$23.95** • Chronicle
by Matt Kracht • Apr. 27, 2024



Bibliophile: Banned Books 500-Piece Puzzle

9781797225142 • **\$28.95** • Chronicle
by Jane Mount • Stock available now!



**Canadian
Indie
Exclusive!**

Indie Bookish Canvas Tote Bag

9780735375871 • **\$24.99** • Galison
Stock available now!



Raincoast Books

AFFILIATE ADVERTISING PROGRAM

CIBA has allocated a portion of its advertising budget to distribute to Bookseller Members for the purpose of promoting CIBD.

Here is how it works:

- Booksellers apply for advertising funds
- CIBA sends funds in March (up to \$150 each)
- Booksellers use funds to boost CIBD-related posts on social media
 - Booksellers choose the messaging, images, audiences, etc.
- Following CIBD, booksellers provide CIBA with a report and/or receipt

To support planning and execution, participating booksellers will be invited to “office hours” with the wonderful team at Zg Stories, during which they may get feedback on their ads and performance or ask more general advertising questions (date/time to be confirmed).

If you would like to be considered, please apply using our simple application form. Store information including number of locations, social handles, and follower stats are required.

The deadline to apply was Friday, March 8, 2024.

THE DEADLINE TO APPLY HAS NOW PASSED

Please note: Applying for this program does not guarantee you will receive funds. Final bookseller selections and amount allocation will be determined by the CIBA team based on the volume of interest.

OTHER WAYS TO CELEBRATE

There are so many ways to celebrate CIBD with your community!

Booksellers may wish to host special activities to celebrate CIBD 2024, so we've put together a list of ideas to support the planning process.

Activities can be simple or complex depending on your capacity and resources. We encourage you to adapt these ideas to suit your unique clientele and business goals and take inspiration from fellow booksellers.

In-Store Activities

Provide a slate or whiteboard to customers. Encourage them to write the name of their favourite author/illustrator or the title of their future autobiography. Post photos on socials.

Hang butcher paper on your window and provide customers with markers. Ask them to note the reasons why they love indie bookstores.

Run a "Pay it Forward" program. Invite customers to purchase a \$5 gift card and share a book recommendation for the next customer. Allow it to "snowball" (i.e., if the next person does not accept but adds \$5 for a total of \$10). Track how many customers opt-in and share the final tally on social media.



OTHER WAYS TO CELEBRATE

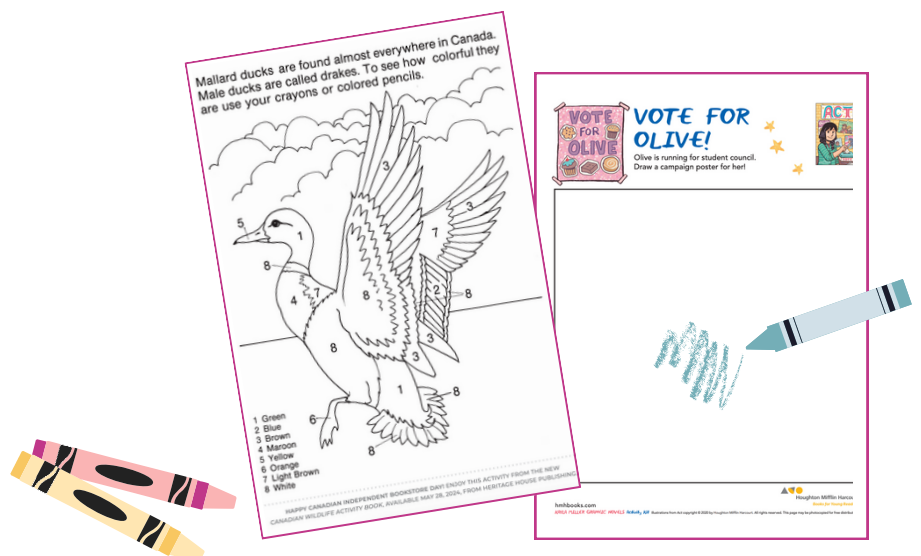
Create a prize pack that customers who visit the shop or purchase books will be entered to win. Solicit donations from neighbouring businesses for the prize pack to encourage community engagement.

Invite a local writer or illustrator to visit your store to give a reading and sign books. Consider live streaming to your socials.

Invite a local writer or illustrator to work in your display window! Set up a space for them to work throughout the day and invite customers to stop by, wave hello, and post photos on socials.

Create a “spin-to-win” prize wheel. Use the giveaway items alongside your own prizes (e.g., discounts, reward points, donations to charities, free books, merchandise) as prize options. Use a **physical** or a **virtual** wheel.

Create an activity station for young readers. Print off activity pages such as **these special preview pages** from the *Canadian Wildlife Activity Book* (Heritage House, May 2024) or **these activity sheets** inspired by Kayla Miller’s bestselling Click series (HarperCollins Canada).



OTHER WAYS TO CELEBRATE

Purchase Activities

Promote the CIBD 2024 Contest for Book Lovers! Encourage all customers who purchase books on April 27 to enter (books by Canadian authors and/or illustrators are worth double the entry).

Offer individually wrapped treats and/or tea bags with every purchase for customers to enjoy with their new books.

Provide discounts on specific books, genres, or non-book items throughout the day on April 27.

Provide a special bonus for purchases made on April 27. For example, give out \$5 gift cards/credits for all purchases over \$50 (to be spent on next visit) or double customer loyalty points (if you have an existing program or want to introduce one).

Offer a “matchmaker” program. With every book purchased, give customers the option to buy another book at a discounted rate—*if* they let you choose the book. Select a title that will complement their tastes.

Set up “blind dates” with books. Wrap mystery titles in brown paper and write brief, funny descriptions of the plot or main characters. Sell the books for a flat rate to adventurous customers.

Create themed “book bags.” Utilize reusable bags and include 2-3 books and/or non-book items for a rounded price (e.g., \$45 for the “Explorer Book Bag” containing a book about local trails or a travelogue, a Field Notes notebook, and a travel mug).

OTHER WAYS TO CELEBRATE

Online Activities

Host “Stump the Bookseller” online. Participants describe a book using the title, plot, or cover and you guess the book they are looking for.

Invite submissions to a social media photo contest. For example: “Your book nook,” “Your best shelfie,” or “Last indie bookstore purchase”). Have readers tag you in their posts; determine a winner (or winners) and award store credit or a prize pack of books.

Host “Name That Book” on social media. Select a well-known book, write clues about the plot, characters, or author, and post 1 clue per hour until someone guesses correctly. Award a prize to the first person who guesses it correctly (or draw from all correct answers).

Have a virtual scavenger hunt on your website! Scatter clues on your pages that lead to a code word (or simply hide the word). Provide a discount to everyone who finds the code word or enter all successful seekers into a draw.

Host book trivia via Zoom, your socials, or an online platform. Give away a gift certificate to the top winner(s).



OTHER WAYS TO CELEBRATE

Display Suggestions

CIBA will provide digital promotional materials that can be printed for use on your website, on social media, or in-store. They will be available on the Member Portal after March 11.

Booksellers may want to create additional relevant displays. For example:

- Promote CIBD using a sidewalk chalkboard sign
- Create a special window display featuring discounted titles and/or books by local creators who have done events at your store
- Create a schedule of your CIBD events and activities
- Balloons, balloons, balloons!
- Use this opportunity to thank your customers and community



Reminder: CIBA wants to help you promote your activities!

Email your plans to **Kayla Calder** and use **#CIBD2024** so we can find your posts and boost the signal.

OTHER WAYS TO CELEBRATE

Acting Local: A Case Study

Another way to create buzz: work with your colleagues and peers in the indie bookselling community to celebrate the big day!

In 2023, six independent bookstores in Ottawa, ON came together to create **a city-wide book crawl over the weekend of CIBD**. By shopping at participating stores, readers could win gift certificates to all six stores or smaller prizes including books, swag, and more.

The initiative was entirely coordinated by the participating stores, and was a great success. One store reported sales 3x higher than their average weekend sales over the three months prior!

Interested in doing something similar? Visit our **[Member Directory](#)** to find fellow indies within driving distance to you!

THE OTTAWA INDIE BOOKSTORE CRAWL **APRIL 28-30**

WIN \$150
to spend at
Ottawa Indie
Bookstores!

Brought to you by Ottawa's
Independent Bookstores.



Image via The Spaniel's Tale Bookstore

OTHER WAYS TO CELEBRATE

Libro.fm Promotion

Libro.fm has planned a special celebration for Canadian Independent Bookstore Day including a sale on 1,000+ audience books and a new member offer. You will find everything you need to promote below.

1. Link: The link to share is: <https://libro.fm/cibd>

2. Print and digital materials (ft. CIBD artwork):

<https://drive.google.com/drive/folders/1-10sSb10FVHWnPnWQK-U1W9mNomaHJ-6?usp=sharing>

3. Sale: The Indie Bookshop Appreciation Sale will run April 22-28, with bestselling audiobooks on sale at [Libro.fm/sale](https://libro.fm/sale). A sale callout will replace the current bestseller block on [Libro.fm/cibd](https://libro.fm/cibd) as well.

4. New member offer: New members can get a free audiobook when they start a monthly membership using code READLOCAL



If you have any questions, please email [Kayla](mailto:kayla@libro.fm) or a Libro.fm team member.

www.libro.fm/cibd



SPONSORS

Thank you to our generous sponsors who have provided support for the campaign. We are grateful for their ongoing dedication to this community.

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Random House
Canada



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