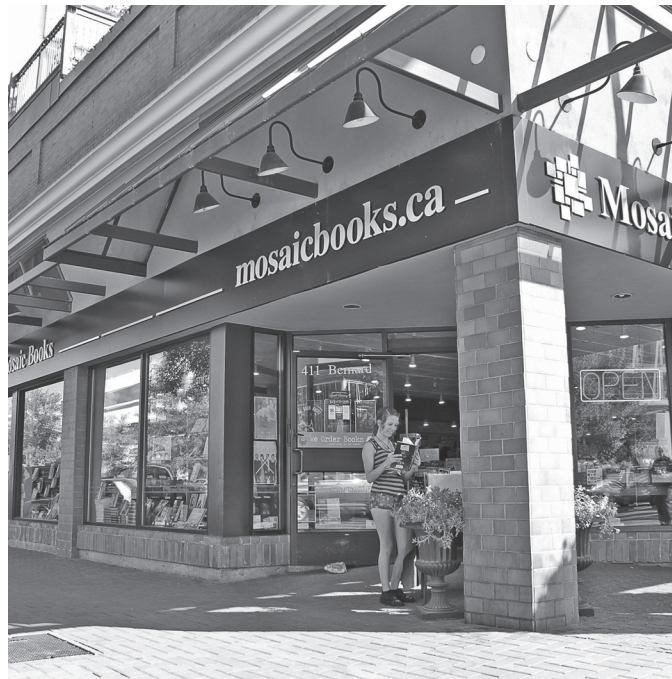


## Tips for a Successful Consignment

- Encourage your friends, family, and other contacts to purchase your book at Mosaic Books.
- Contact local media (Capital News, AM1150, Castanet, etc.) to let them know about your release and its availability. Local media are hungry for cultural content and will often do a free feature.
- Send out press releases and review copies to well connected and affluent people.
- Get involved with book clubs, libraries, and other community organizations. Greater success comes from a wide array of author coordinated promotion.

**Good Luck!**



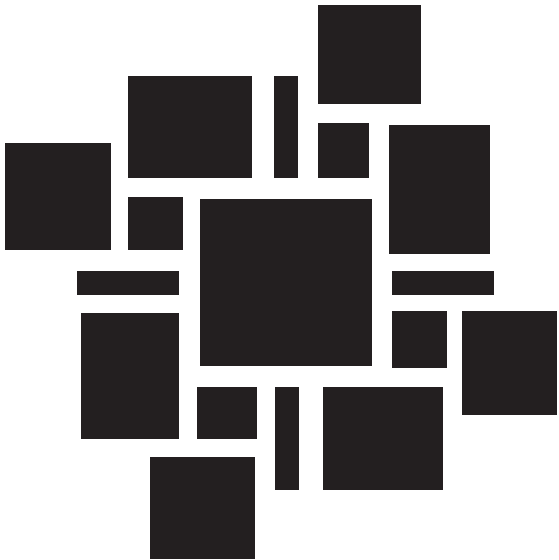
 **Mosaic Books**  
Est. 1968

phone  
**250.763.4418**  
toll free  
**1.800.663.1225**  
email  
**orders@mosaicbooks.ca**

411 Bernard Avenue  
Kelowna, BC  
Canada V1Y 6N8



**Please note:** This policy is subject to your book meeting professional publishing standards. We also reserve the right to refuse any book that does not meet our own standards in terms of subject matter or sale-ability.



**Mosaic  
Books**  
Downtown Kelowna  
Est. 1968

***Consignment Policy***

Helping local and self-published authors promote their books

## General Policy Information

The basic handling fee for consignment books is \$50. Prepayment required.

Mosaic Books takes the industry standard 40% of retail price for all consignments.

We will initially take three to six copies of the book, depending on if it will be carried in both store locations.

Mosaic Books agrees to display consignment books for a period of six months.

During the initial six month period, we may contact the consignor to request additional copies of the book, and/or to pay the consignor for items already sold.\*

At the end of the consignment agreement, it is the consignor's responsibility to pick up any unsold books and any payment accrued from book sales.

We will dispose of or donate books left for more than one month after the consignment period ends.

Mosaic Books will only pay for items that were sold. Damaged or stolen items are the sole financial responsibility of the consignor.

*\*Normally, payments of all invoices are issued at the end of the month the last book on this consignment is sold or at the end of the six month period.*

## Promotional Packages

### For \$100 we will:

- Feature your book for at least two weeks in a prominent place at the front of our store(s).

### For \$150 we will:

- Feature your book for at least two weeks in a prominent place at the front of our store(s).
- Feature your book on our website, Twitter, and Facebook page. This includes a full listing of your book on our website, complete with cover photo, book description and author bio. Customers will be able to order your book with us online.

### For \$175 we will:

- Offer everything in the above package PLUS a book signing event during regular store hours. The book signing event will be featured on our website, Twitter, Facebook and on a poster in our store window.
- Set-up the event with a high table, chair(s), and signage with your name and book.

### For \$300 we will:

- Offer everything above PLUS a table and/or window display of your book two weeks prior to the event and 2 weeks after.
- Print flyers to be handed out or included in customers' bags a week prior to the event.
- Arrange an 8 minute radio interview with Phil Johnson on AM1150, our local news and talk station.
- Give you the option of an evening event, allowing for a reading/discussion of your book. If requested, we will provide a microphone, and extra chairs for guests.

### For \$300+ we will:

- Arrange catering, appies, wine or beer services.
- Have an idea that isn't listed above? Let us know your vision and we'll work to coordinate your ideal book event.

### For these packages you must provide:

- 10+ copies of your book.
- A short critical review of your book (50 words or less) to be used online or in-store.
- A high quality .pdf or .jpg of your book cover for use online.

### A Note About Our Fees:

Mosaic Books handles many consignments each year. These fees allow us to continue to accept professionally produced, self-published books from our local authors.

Through this program, consignors now have the same promotional opportunities that traditional publishers offer.



To arrange a consignment, please see either Trevor (store manager) or Sarah (buyer). They are available Monday through Friday, 10am to 5pm.

[www.mosaicbooks.ca](http://www.mosaicbooks.ca)