



buyback design



● Select an icon below.



Focus on
Faculty



Focus on
Freshmen



Focus on
Buyback

Focus on Faculty

Faculty understanding and participation in textbook acquisitions is a must! All too often, faculty members have no idea how important they are to the bookstore's success. Critical to your mission is faculty understanding.

These two pages are ideas you can use to help involve and educate faculty on your campus. For example, you might sponsor a reception where you have specific presentations explaining the book cycle (see sample invitations, etc.).

Our goal is to make it easy for you to help your faculty:

1. understand the magnitude and ramifications of tardy adoptions.
2. help you with suspense dates.
3. understand the effect of ordering an old edition, an unnecessary book, and packages.

And of course last, but not least, be sure to thank them when they do a good job.

Educate and communicate...

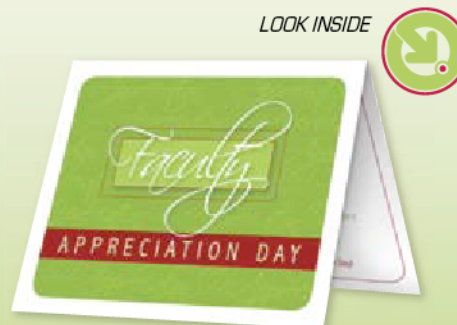


Build Relationships

A1: "Faculty Appreciation Day" Invitation

Building solid, trusting relationships with your faculty is the key in getting adoptions in a timely manner. We suggest holding a Faculty Appreciation Day. Use this invitation to invite them. Introduce yourself, your bookstore's services and what you can provide for them. Take this opportunity to spark conversation about textbook adoptions. Listen to their comments and answer their questions.

Size: 5" wide x 4" high folded,
Cost: \$1.00
You customize: Date, time and location;
RSVP information



LOOK INSIDE



When: _____
Time: _____
Where: _____
Agenda: An information/communication session.

- A luncheon with Faculty Center Director
- A discussion about the benefits of 2008 books and how your adoptions support the process
- An opportunity for you to contact donors. A team building activity
- Discount coupons

Please RSVP by _____ to _____

We're looking forward to seeing you at our Faculty Appreciation Day!

Inform Faculty

A2: Adoption Information Letter

Explains the benefits of timely adoptions in regard to you, the students, and the faculty.

Size: 8.5" wide x 11" high
Cost: 15¢
You customize: Adoption due-date, signature

A3: Adoption Information Email

HTML file: Explains the benefits of timely adoptions in regard to you, the students, and the faculty.

You or we customize: Adoption due date
Download at: www.BuybackByDesign.com



Send Reminders

A4: Reminder Postcard

Stresses to faculty the importance of getting adoptions in by the date you specify.

Size: 5.5" wide x 4.25" high folded,

Cost: 10¢

You customize: Adoption due date



A5: "New Edition Pending" Email

HTML file: Lets the faculty member know about impending new edition(s) for their current book(s).

You or we customize: Book information

Download at: www.BuybackByDesign.com

Thank Faculty

A6: "Thank You" Ad

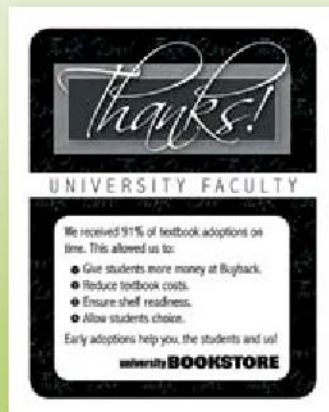
Once your faculty has completed the textbook adoption process, don't forget to thank them.

Size: Many sizes available

You or we customize: On-time percentage,

school name, bookstore name or logo

Download at: www.BuybackByDesign.com



A7: "Thank You" Email

HTML file: Send to faculty when you receive their adoption(s).

Download at: www.BuybackByDesign.com

Faculty Center

Your faculty is tired of dealing with long paper forms for new textbook adoptions. Let Faculty Center Network do the work for them.

- FREE web site designed to give you and your faculty a wealth of information to research textbooks.
- Allows you and your faculty to access textbook information 24/7 from wherever you have an Internet connection.
- Faculty can view other colleges and universities that are currently using a specific textbook.
- Saves time for you and the bookstore, as well as helps make the adoption process easier.
- And much more!

Contact your Territory Manager if you have any questions about FCN.

 www.facultycenter.net

MBS Textbook Exchange, Inc.



For free downloads visit www.BuybackByDesign.com



buyback design



Select an icon below.



Focus on
Faculty



Focus on
Freshmen



Focus on
Buyback

Focus on Freshmen

Every year there is a new class of freshmen eager to buy their books and start their college careers. This is the right time, and correct audience, to begin the training process. The next few pages offer stores vehicles to explain the textbook cycle to all students, especially freshmen.

Although the textbook gig is reasonably simple, the waters are muddied with all the choices: new, used, digital, Internet, rental, etc. We honestly believe the best deal generally resides in the campus store, but we need to start the education as to “why” immediately. The better we do with the education process, the more likely the student will shop at the campus store.

Use the following materials freely and wisely.

Educate and communicate...



Educate Before Rush

B1: “Everything You Need to Know about Buying & Selling Textbooks” Booklet

An all-encompassing textbook informational piece for students. Thirteen pages including sections on frequently asked questions, types of textbooks, textbook shopping tips, and ways to save.

Size: 5" wide x 5" high folded
Cost: \$2.00

You customize: Bookstore name on back

B1



LOOK INSIDE



B2

B2: “Everything You Need to Know about Buying & Selling Textbooks” Email

HTML file: An all-encompassing textbook informational piece for students. Includes sections on frequently asked questions, types of textbooks, textbook shopping tips, and ways to save.

Download at: www.BuybackByDesign.com

B3: “Buy Your Textbooks from Your Campus Bookstore” POP Display

Gives bullet points as to why buying textbooks from your store is the best option. Slips into holder, attaches to nearly every surface.

Size: 9" wide x 9" high
Cost: \$4.20

Two-sided: Other side “Buyback is Coming: Mid-Term Reminders”

B3



Educate Before Buyback

B4: "Get Into the Book Cycle" Literature Stand

Acrylic Point of Purchase display. Includes a "What You Need to Know About Selling Your Books" backer. Fill with informational business card sized "takers" explained below.

Size: 3 1/2" wide x 4" tall x 1 7/8" deep
Cost: \$1.20

B5: "What is Textbook Buyback"/ "Sell Your Books to Your Campus Bookstore" Business Card

(Packs of 100)

Fits in acrylic literature stand. Two-sided informational piece about Buyback. Side one defines Textbook Buyback, the other side explains why the student should sell their books to your store.

Size: 3.5" wide x 2" tall
Cost: 50¢/100

B6: "6 Reasons Affecting the Price..." / "Retail Value vs. Wholesale Value" Business Card

(Packs of 100)

Fits in acrylic literature stand. Two-sided informational piece about Buyback. One side gives six reasons affecting the price offered for students' books, the other side explains retail and wholesale values.

Size: 3.5" wide x 2" tall
Cost: 50¢/100

B3: "Buyback is Coming" POP Display

Gives upcoming Buyback reminders.

Size: 9" wide x 9" high
Cost: \$4.20
Two-sided: Other side "Buy Your Books from Your Campus Bookstore"

B7: "Get Into the Book Cycle" Email

HTML file: Defines Textbook Buyback and gives reasons as to why students should sell their books back to your bookstore.

Download at: www.BuybackByDesign.com

B8: "Get Into the Book Cycle" Book Label

(Rolls of 500)

Label with tips on how to keep books in the best condition possible so that they may be worth more at Buyback. Stick them to books or wherever you prefer. The adhesive is non-permanent and restickable.

Size: 2.5" diameter
Cost: \$20.55/roll



B8



B4

B5

B6

B7

B3

MBS Textbook Exchange, Inc.



For free downloads visit www.BuybackByDesign.com

Textbook Reservation

T1: "Textbook Reservation" Information Stuffer

Strengthen your Textbook Reservation Program by defining to students what it is, how it benefits them, and giving them specific instructions on how to reserve their books.

Size: 4.25" wide x 5.5" high

Cost: 8¢

We customize: Your instructions on how to reserve books

T2: "Textbook Reservation" Email

HTML file: Strengthen your Textbook Reservation Program by defining to students what it is, how it benefits them, and giving them specific instructions on how to reserve their books.

You or we customize: Your instructions on how to reserve books

Download at: www.BuybackByDesign.com

T3: "Textbook Reservation" Information Poster

Poster to remind students it is time to reserve their textbooks as well as gives them instructions to do so.

Size: 11" wide x 17" high

Cost: 30¢

We customize: Your instructions on how to reserve books

P6: "Textbook Reservation Pick-Up" Poster

Poster to put at location of textbook pick-up.

Size: 11" wide x 17" high

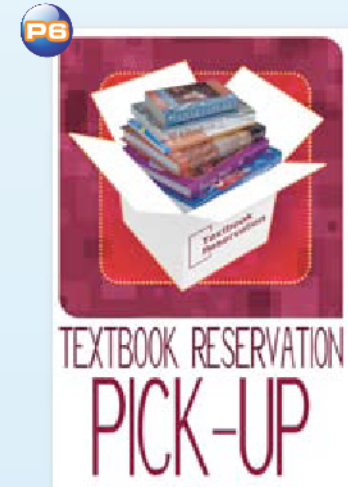
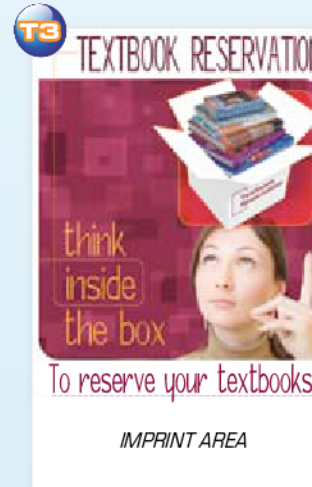
Cost: 30¢

S4: Textbook Reservation Boxes

Organize your reservation program with these easy-to-label boxes.

Size: 10" wide x 14" high x 10" deep

Cost: 75¢



Point of Purchase

D1, D2: "Where the NEW Textbook Dollar Goes"

A chart denoting the breakdown of the New Textbook Dollar. The statistics are gathered by NACS and provided by the Association of American Publishers
Information published 2007 by the National Association of College Stores (NACS)

Size: 17" wide x 11" high (D1)
 Large Sign: 27" wide x 23" high (D2)
 Cost: 30¢ (D1), \$3.00 (D2)

P8A: "Get Used" Shelf Wobblers

5 mil laminate shelf talkers. Snap these into your shelves before textbook rush to educate students before they purchase.

Size: 2" wide x 2.75" high
 Cost: \$2.00 each

P27: "5 Reasons to Sell Back Your Books" Sign

Let students know the benefits of selling their books.

Size: 27" wide x 23" high
 Cost: \$3.00

F1: "Buy Your Textbooks This Way" Foot Decals

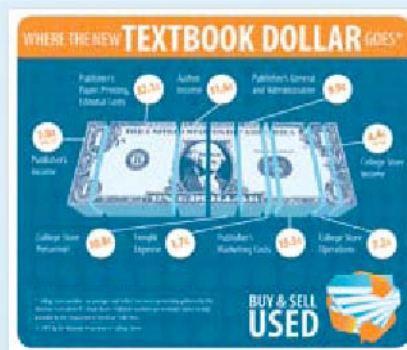
Vinyl footprints with non-slip coating have a removable adhesive back that will stick to virtually any floor surface.

Size: 4.5" wide x 12" high
 Cost: \$2.25/pair

S6: Swivel Sign Hanger

Two-piece design allows the clip to snap to 1" standard ceiling grid while the loop rotates to display signs and banners from any viewing angle.

Size: up to 4" long
 Cost: 80¢/set (2)



D1 17" x 11" **D2** 27" x 23"

P27 27" x 23"

Make the grade.

Make the grade.

Make the Grade is a set of ancillary materials offered by publishers to facilitate a better understanding of textbooks. It makes your store money two ways: in-store and online. This is the most convenient way to adopt ancillary materials.

- No sign-up fee
- Top study materials in-stock
- Capture missed opportunities
- One-stop shopping brings the top publishers' materials to you
- 30% discount compared to 20% discount from publishers (in-store)
- 10% commission for online sales

For any questions or if you're ready to sign up, call:

800-325-4149

or email:

MTG@MBSbooks.com

MBS Textbook Exchange, Inc.



For free downloads visit www.BuybackByDesign.com



buyback design



Select an icon below.



Focus on
Faculty



Focus on
Freshmen



Focus on
Buyback

Focus on Buyback

Promote. Promote. Promote.

The absolute best way to build your Buyback is to get the word out! Yes, convenience, a strong retail list, efficient physical logistics, and rapport with the students all contribute to successful Buybacks. But basic to it all is that your student body must know when and where to sell their books.

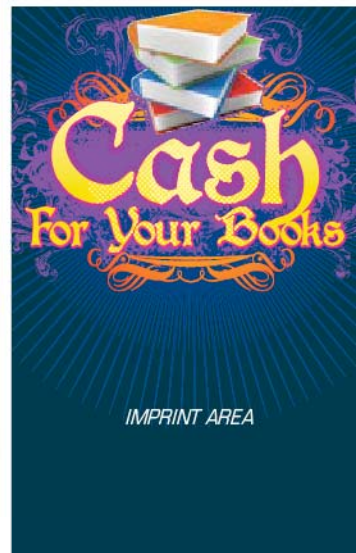
The following pages offer numerous ways to inform your student body of your impending Buyback. In setting up your buy with your MBS Territory Manager, always strive to do better in informing your students than the last time. Get creative! Have fun! Time the distribution of materials to maximize participation. Bottom line...get the word out!

Thought on the front end of this cycle reaps significant rewards on the back end in books purchased.

Educate and communicate...



Theme Options



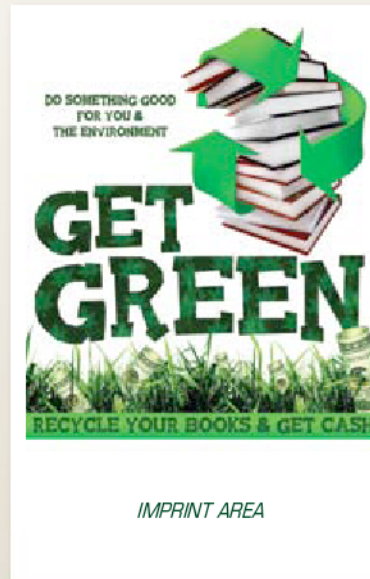
Cash for Your Books 2 Poster

A new spin on our classic Cash for Books Poster.

Size: 11" wide x 17" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information



Get Green Poster

Everybody's doing it. Now your students can recycle and get cash simultaneously.

Size: 11" wide x 17" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information



Sell Your Books Poster

A modern design with a colorful look that illustrates Textbook Buyback.

Size: 11" wide x 17" high

Cost: 30¢

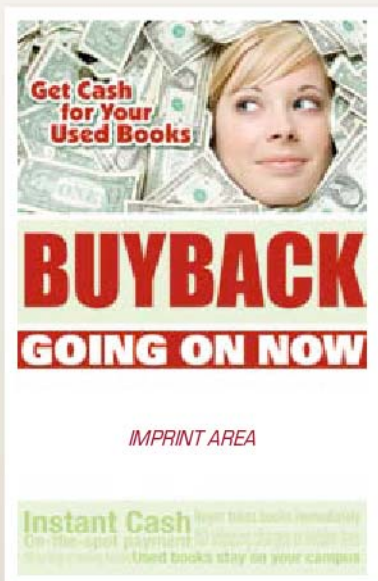
We customize: Imprint area with your specific Buyback information

Matching Theme Accessories: See pages 12-13 for more information.

Cash for Your Books 2 stuffer
Cash for Your Books 2 postcard
Cash for Your Books 2 bookmark
Cash for Your Books 2 door hanger
Cash for Your Books 2 table tent
Cash for Your Books 2 newspaper ad

Get Green stuffer
Get Green postcard
Get Green bookmark
Get Green door hanger
Get Green table tent
Get Green newspaper ad

Sell Your Books stuffer
Sell Your Books postcard
Sell Your Books bookmark
Sell Your Books door hanger
Sell Your Books table tent
Sell Your Books newspaper ad

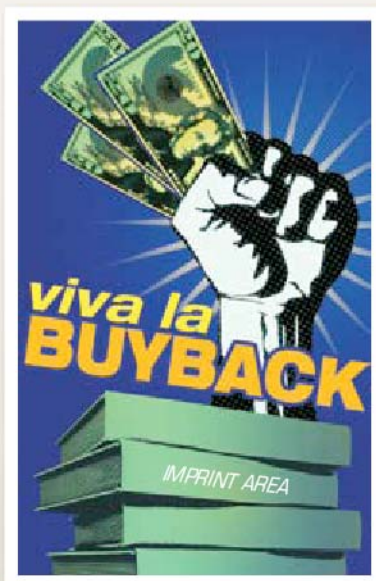


Going On Now Poster

List of reasons to sell back to your bookstore located at bottom of poster.

Size: 11" wide x 17" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information



viva la Buyback Poster

Hail the power of Buyback! Get cash for your used books.

Size: 11" wide x 17" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information



BYUB Poster

Back by popular demand: Black on your choice of fluorescent yellow or green paper.

Size: 11" wide x 17" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information



Up to 50% Back Poster

Motivate your students to bring all their books to Buyback. *(Represents retail value)*

Size: 11" wide x 17" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information

Matching Theme Accessories: See pages 12-13 for more information.

- Going On Now stuffer
- Going On Now postcard
- Going On Now bookmark
- Going On Now door hanger
- Going On Now table tent
- Going On Now newspaper ad

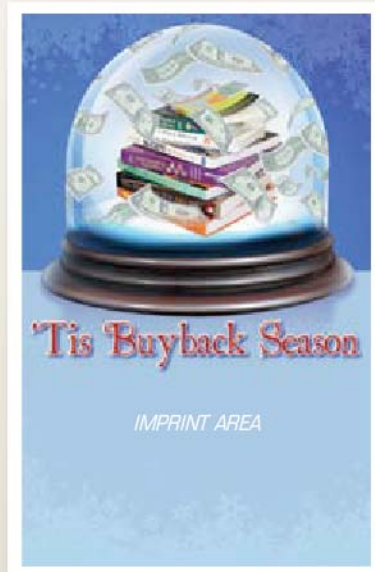
- viva la Buyback stuffer
- viva la Buyback postcard
- viva la Buyback bookmark
- viva la Buyback door hanger
- viva la Buyback table tent
- viva la Buyback newspaper ad

- BYUB stuffer
- BYUB postcard
- BYUB bookmark
- BYUB door hanger
- BYUB table tent
- BYUB newspaper ad

- Up to 50% Back stuffer
- Up to 50% Back postcard
- Up to 50% Back bookmark
- Up to 50% Back door hanger
- Up to 50% Back table tent
- Up to 50% Back newspaper ad



Theme Options

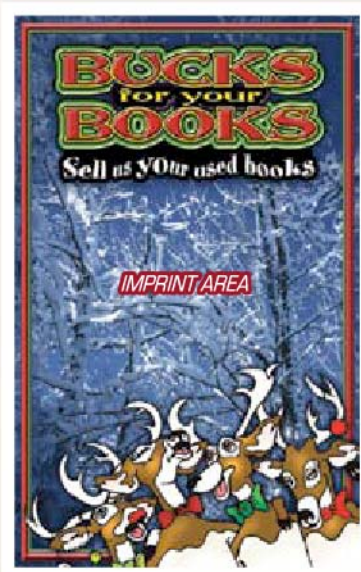


'Tis Buyback Season Poster

A great holiday Buyback poster for your December Buyback.

Size: 11" wide x 17" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information

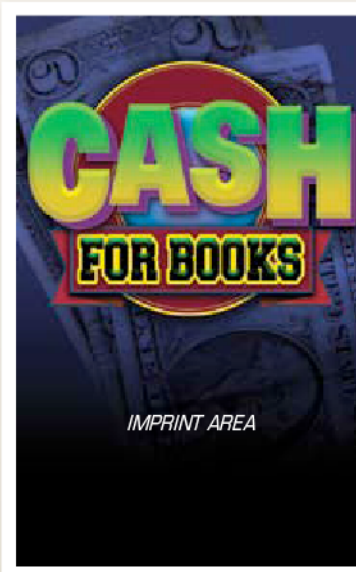


Bucks for Books Poster

Another great December Buyback poster—one of our classics.

Size: 11" wide x 17" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information

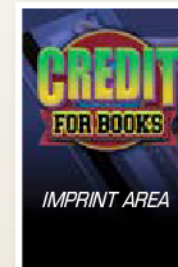


Cash for Books Poster

Our most popular Buyback poster. Check out the other Cash for Books options to the right.

Size: 11" wide x 17" high
Cost: 30¢

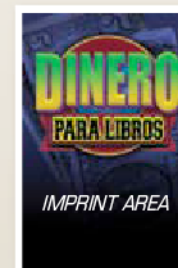
We customize: Imprint area with your specific Buyback information



Credit for Books Poster



Canadian Cash for Books Poster



Spanish Cash for Books Poster



French Cash for Books Poster

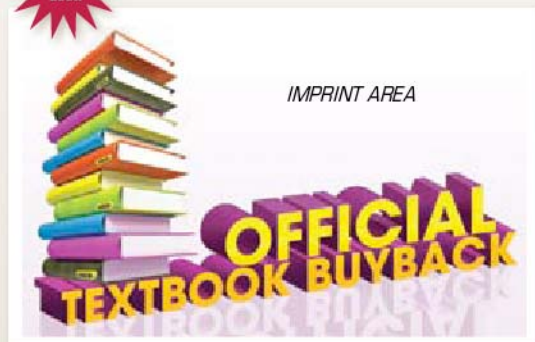
Matching Theme Accessories: See pages 12-13 for more information.

- 'Tis Buyback Season stuffer
- 'Tis Buyback Season postcard
- 'Tis Buyback Season bookmark
- 'Tis Buyback Season door hanger
- 'Tis Buyback Season table tent
- 'Tis Buyback Season newspaper ad

- Bucks for Books stuffer
- Bucks for Books postcard
- Bucks for Books bookmark
- Bucks for Books door hanger
- Bucks for Books table tent
- Bucks for Books newspaper ad

- Cash for Books stuffer
- Cash for Books postcard
- Cash for Books bookmark
- Cash for Books door hanger
- Cash for Books table tent
- Cash for Books newspaper ad

- stuffer
- postcard
- bookmark
- door hanger
- table tent
- newspaper ad



Official Textbook Buyback Poster

Brand your Buyback with this powerful message.

Size: 17" wide x 11" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information



Textbook Sell-Back Poster

Students sell them back; a new way to look at "Buyback".

Size: 17" wide x 11" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information



Captain Cash Poster

A poster that is sure to be a hit with today's students.

Size: 17" wide x 11" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information

Matching Theme Accessories: See pages 12-13 for more information.

Official Textbook Buyback stuffer
 Official Textbook Buyback postcard
 Official Textbook Buyback bookmark
 Official Textbook Buyback door hanger
 Official Textbook Buyback table tent
 Official Textbook Buyback newspaper ad

Textbook Sell-Back stuffer
 Textbook Sell-Back postcard
 Textbook Sell-Back bookmark
 Textbook Sell-Back door hanger
 Textbook Sell-Back table tent
 Textbook Sell-Back newspaper ad

Captain Cash stuffer
 Captain Cash postcard
 Captain Cash bookmark
 Captain Cash door hanger
 Captain Cash table tent
 Captain Cash newspaper ad

Buyback Tip: Use the imprint area effectively.

In addition to your Buyback information, request one of these phrases:

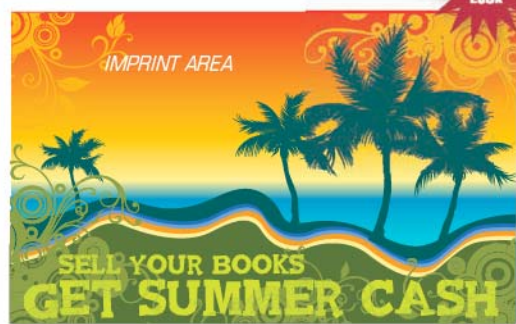
- INSTANT CASH NOW! NO WAITING, NO FEES ON YOUR FUNDS!
 (Note: many Internet sites take time and 15% of students' money!)
- SELL LOCALLY! KEEP USED BOOKS ON YOUR CAMPUS!
 (Note: Students do not know their books are worth more on campus!)
- WE PAY THE HIGHEST PRICES IN TOWN!

Buyback Tip: Use the same theme for all your promotional items.

All of our theme posters have accompanying printed and electronic materials. A cohesive Buyback "brand" can build your Buyback. Items include direct mail pieces, stuffers, bookmarks, table tents, door hangers, and newspaper ads. **But it doesn't end there.** We also have accompanying plasma ads, PC wallpaper ads, web banners, social networking site ads and three types of email campaigns.



Theme Options



Tropical Buyback Poster

A great poster for your May Buyback. Warmth, water, palm trees—just what students are thinking about this time of year.

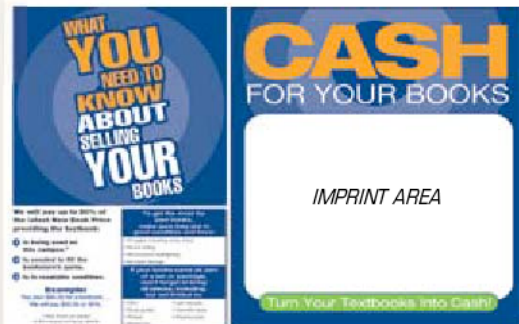
Size: 17" wide x 11" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information

Matching Theme Accessories: See page 13 for more information.

Tropical Buyback stuffer
Tropical Buyback postcard
Tropical Buyback bookmark
Tropical Buyback door hanger
Tropical Buyback table tent
Tropical Buyback newspaper ad



What You Need to Know Poster

Our most informative Buyback poster. Includes retail and wholesale definitions as well as tips for students to get more cash.

Size: 17" wide x 11" high

Cost: 30¢

We customize: Imprint area with your specific Buyback information

What You Need to Know stuffer
What You Need to Know postcard
What You Need to Know bookmark
What You Need to Know door hanger
What You Need to Know table tent
What You Need to Know newspaper ad

Buyback Tip: Hang posters in high-traffic areas.

LOCATION, LOCATION, LOCATION! You know it's important to find the best location for your Buyback, but did you know it's also important to find the best places for your marketing materials. The more eyes that see your advertising, the more books you should expect at Buyback. Don't forget to hang posters in student housing areas, student dining areas, study areas, classrooms, and other key meeting places. And don't forget our large scale posters for larger areas. Our vinyl banners with grommets are perfect for the outdoors (page 21).

Newspaper Ads

Newspaper Ad

A great place to advertise is your school or local paper. Take the hard work out of advertising in periodicals by letting MBS provide your Buyback ad according to the paper's specifications.

We just need to know:

- the theme you want
- the ad size
- black/white or color
- the file format you prefer (.pdf, .jpg)

Or if you prefer, you can download a theme ad from a variety of sizes and add your specific information.

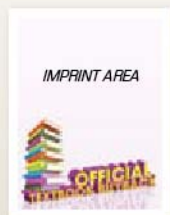
Download non-customized, black/white ads in the following sizes:

- 1/16 page vertical
- 1/8 page horizontal
- 1/4 page vertical
- 1/2 page horizontal
- full page vertical

Download at: www.BuybackByDesign.com



Theme Accessories



Back Options:



Stuffer

Available in any theme option.
Back options: retail/wholesale information, 6 reasons or blank

Size: 4.25" wide x 5.5" high vertical or horizontal depending on theme
Cost: 1-sided 4¢; 2-sided 8¢
We customize: Imprint area with your specific Buyback information

Folded



Table Tent

Available in any theme option.
Scored sheet with notches cut. Just hook notches together and tape.

Size: 4.25" wide x 4" high folded
Cost: 15¢
We customize: Imprint area with your specific Buyback information

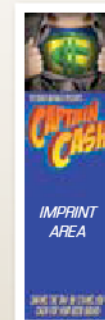
Flat



Door Hanger

Available in any theme option.
Door Hanger holes are perforated for easy removal.

Size: 3.66" wide x 8.5" high
Cost: 15¢
We customize: Imprint area with your specific Buyback information



Back Options:



Bookmark

Available in any theme option.
Back options: retail/wholesale information, 6 reasons or blank

Size: 2.75" wide x 8.5" high vertical or horizontal depending on theme
Cost: 1-sided 4¢; 2-sided 8¢
We customize: Imprint area with your specific Buyback information

Direct Mail

Direct mail is a great way to communicate with students, and is known to increase Buybacks by 20%*. We can create a customized direct mail campaign for you that not only looks great, but also meets postal regulations. Contact your Territory Manager today to talk about your options.

* Not all results the same

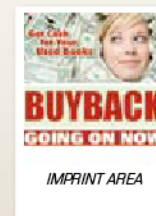
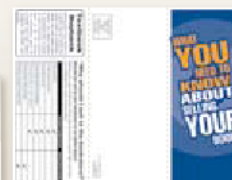
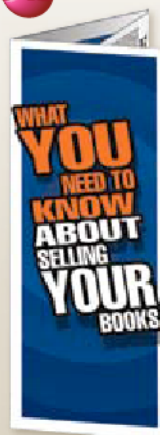
P16: Mailer

Two-color, two-sided tri-fold that includes retail/wholesale information, tips on how students can get the most for their books and a chart outlining the benefits of selling to the bookstore.

Size: flat: 11" wide x 8.5" high;
folded: 8.5" long x 3.66" high
Cost: 30¢

We customize: Imprint area with your specific Buyback information, return address, postal indicia

P16



Postcard

Available in any theme option.

Size: 5.5" wide x 4" high
Cost: 10¢
We customize: Imprint area with your specific Buyback information, return address, postal indicia



Focus on Electronic Promotion

The digital age is here. Use it.

There are new and ingenious ways to communicate with your student body. The beauty of electronic notification is its cost (negligible), speed (instantaneous), comprehensiveness (everyone)...marketing has never been easier.

The following digital ideas to promulgate information are tremendous ways to...

Educate and communicate...



Social Networking Ads

E1: Online Social Networking Site Ads


How many students do you know who are members of an online community? How many of these students are online on a daily basis to check their site? This is a great place to advertise your Buyback. Thousands of students will see your ad at a minimal cost.

See Case Study on page 15.

Contact your Territory Manager for more information.

Size: Customized
 Cost: Contact Your Territory Manager
 You or we customize: Theme, Buyback information

E1 Buyback Going on NOW!



At the Bookstore
 Monday - Thursday
 8:00 AM - 5:00 PM
 Saturday
 12:00 NOON - 4:00 PM


Get Cash For Your Books

university BOOKSTORE BUYBACK

In the Hallway
 Now Through Friday,
 December 19

Your Official University Bookstore

Textbook Buyback!



At the Bookstore
 Monday - Friday
 7:00 AM - 7:00 PM
 Don't forget to bring all pieces that came with your book.

Plasma Ads/Wallpapers

PLA: Plasma or WAL: PC Wallpaper Ad

Image of your Buyback poster in the correct format to display on a plasma or on the desktop of a computer lab PC. Available in any theme option.

Size: Choose from 16:9 wide format aspect ratio (PLA), or 1024 x 768 pixels monitor resolution (WAL)
 We customize: Theme, Buyback information

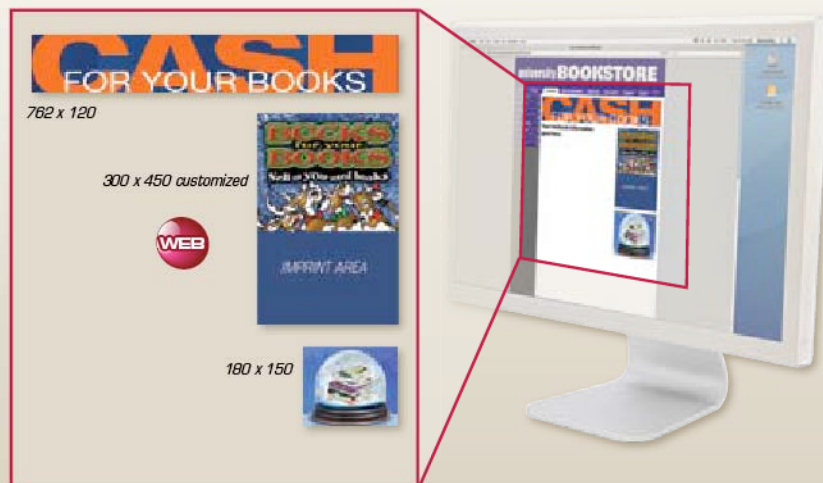


Web Banners

WEB: Web Banners

Put these on your web site to advertise your upcoming buy. Three sizes available in any theme option. Download generic banners on our web site.

Size: Customized: 300 x 450 pixels
 Generic: 180 x 150 or 762 x 120 pixels
 We customize: Theme, Buyback information
 Download non-customized theme banners at: www.BuybackByDesign.com



Buyback 101

Buyback 101 Web Page

Educate your students before Buyback.

Topics include:

- What is Textbook Buyback?
- What affects the price paid for a book?
- Exactly how does the pricing work?
- Why should I sell my textbooks to the bookstore?
- How do I maximize my Buyback dollars?

Add it as a link on your bookstore's web site, or link it from one of our customized emails (see pages 16 & 17).

Four color schemes available:

Gold:
<http://www.BuybackByDesign.com/101.htm>

Red:
<http://www.BuybackByDesign.com/101red.htm>

Blue:
<http://www.BuybackByDesign.com/101blue.htm>

Green:
<http://www.BuybackByDesign.com/101green.htm>



Case Study

Social Networking Site Ads

A lot of advertising for a small amount of money!

After hearing about the popularity of social networking sites from college students, we decided to run an ad campaign through the most popular social networking site for college students.

First we chose **10 accounts** and created an ad with their logo and a small message that read "Buyback going on now through [end date]." We ran each ad between 3-14 days. During those days, each student that logged into their personal page within the site saw the ad.

We had **over 1.5 million views** within the sixteen days we ran the 10 ads. Each ad linked to the corresponding bookstore's web site.

Talk to your Territory Manager today about setting up an ad campaign.

** There are many factors relating to the success of a Buyback. We cannot be sure that social networking site ads were the only factor involved in the increase.*



Focus on Emails

Probably the most dynamic communication device of our time is email. Students have email! Students use it!

The marketing possibilities are limitless, but at a minimum, you can use it to promote your store and all necessary information for your upcoming Buyback.

Your audience is captive, your cost is zero, results are measurable. Why not?

Educate and communicate...



Buyback Emails

EB1: Option 1 Email

An image of your theme poster emailed to the students. Available in any theme option.

We customize: Theme, Buyback information

EB2: Option 2 Email

HTML file: Email with your custom Buyback dates and times, information on Buyback, as well as tips on how students can get more money. Available in any theme option. Option to link to Buyback 101 site.

You or we customize: Theme, Buyback information
Download at: www.BuybackByDesign.com

EB3: Option 3 Email

HTML file: Like Email Option 2, but also includes a table to add your top retail titles and their prices. Available in any theme option. Option to link to Buyback 101 site.

You or we customize: Theme, Buyback information, book information

Download at:
www.BuybackByDesign.com

Option 1 Instructions:

We will email you the image; you forward it on to your students.

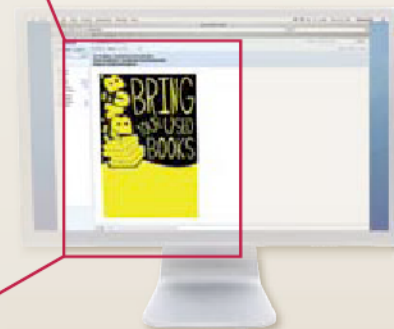
Option 2 & 3 Instructions:

We will email you the files. Save them to a folder on your hard drive, then import the .html file into a new message, and email to your students.



Option 1 Email

An image of your theme poster emailed to the students. Available in any theme option.





Option 2 Email

Includes custom Buyback dates and times, information on Buyback, as well as tips on how students can get more money.



Option 3 Email

Like Option 2 Email, but also includes a table to add top retail titles and prices.



We have corresponding emails to complement every theme option!

MBS Textbook Exchange, Inc.



For free downloads visit www.BuybackByDesign.com

Additional Posters/Emails

P10: Directional Poster

Two-sided: left arrow or right arrow. Choose from fluorescent yellow or green paper.

Size: 11" wide x 17" high
Cost: 30¢

P3: "Sell Anytime" Poster

Perfect for continuous buys.

Size: 11" wide x 17" high
Cost: 30¢

P28: "Sell Back Your Books" Sign

- Keep them dry.
- We buy books bought from other sellers.
- No receipts needed.
- Bring all peripheral materials.

Size: 27" wide x 23" high
Cost: \$3.00

P1: "Tomorrow Last Day" Poster

Size: 11" wide x 17" high
Cost: 30¢

P2: "Today Last Day" Poster

Size: 11" wide x 17" high
Cost: 30¢

P4: "Free Books" Poster

Recycle. Free books.

Size: 11" wide x 17" high
Cost: 30¢

18A: Adhesive Arrows

Stick these on any poster to direct students toward Buyback.

Size: 3" wide x 1.25" high
Cost: \$1.50/sheet (24 arrows)

P13: "6 Reasons Affecting the Price Offered for Your Book" Sign

Size: 27" wide x 23" high
Cost: \$3.00

P7: "Cash For Books" Sign

Size: 27" wide x 23" high
Cost: \$3.00

E9: "Tomorrow Last Day" Email

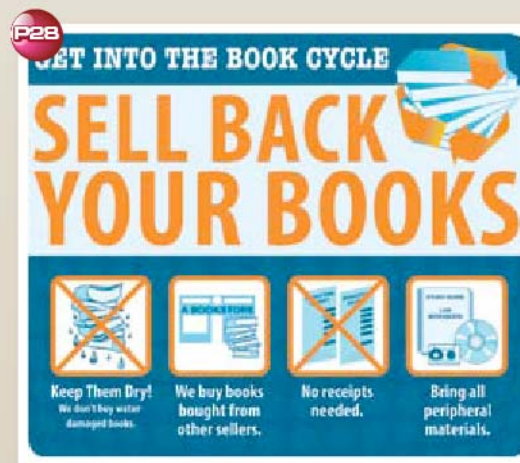
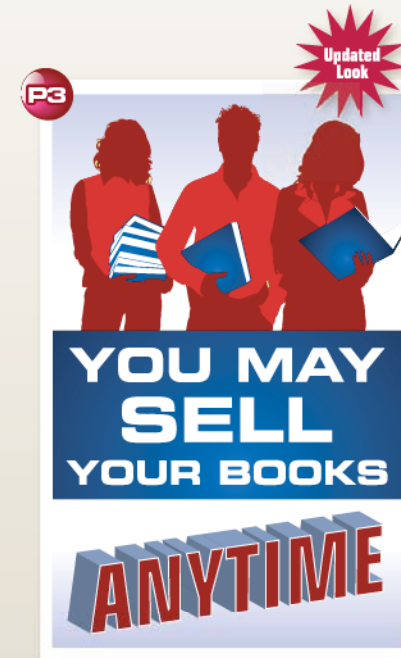
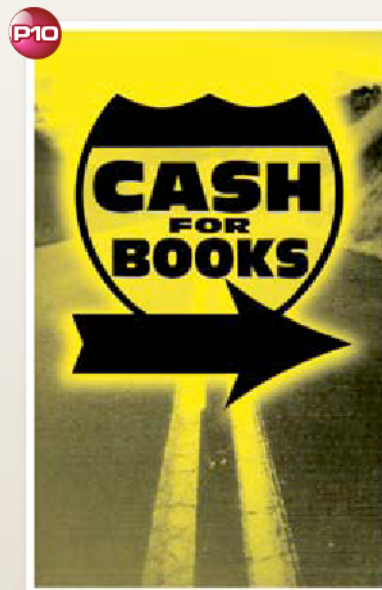
HTML file: Includes Buyback times and locations, 6 reasons affecting the price offered for your book, and retail/wholesale value definitions.

You or we customize: Buyback information
Download at: www.BuybackByDesign.com

E10: "Today Last Day" Email

HTML file: Includes Buyback times and locations, and 5 reasons to sell your books back.

You or we customize: Buyback information
Download at: www.BuybackByDesign.com



27" x 23"

P1 Updated Look

TOMORROW

LAST DAY

TO SELL YOUR BOOKS

P2 Updated Look

TODAY

LAST DAY

TO SELL YOUR BOOKS

P4

RECYCLE

FREEBooks

These are "no value" books and are FREE for the taking. Help yourself to as many as you want. You can also drop off the books you don't want anymore and save them from the landfill.

P8A

The Buyback Season

MARKET AREA

P13

6 REASONS

AFFECTING THE PRICE OFFERED FOR YOUR BOOK

- 1 Condition Of Your Book
- 2 The Bookstore Is Overstocked
- 3 National Demand For Your Book
- 4 A New Edition Has Been Published
- 5 Custom Package Missing Pieces
- 6 The Instructor Will Not Use Your Book

27" x 23"

P7

CASH FOR BOOKS

27" x 23"

E9 **E10**

Buyback Accessories

Window Decal

Your promotional poster converted into a reusable static cling. Available in any theme.

Size: 11" wide x 17" high vertical or horizontal depending on theme
 Cost: \$2.00

We customize: Imprint area with your specific Buyback information

P11: A-Board

This A-frame design allows you to attach 11" x 17" posters to both sides. White, blank, reusable, corrugated plastic.

Size: 12" wide x 20" high
 Cost: \$5.15

P24: "6 Reasons" POP Display

Adjustable to sloping surfaces and includes double-side stick tape.

Size: 8.5" wide x 9" high
 Cost: \$4.20

P14: POP Holder

Size: 6" wide
 Cost: \$2.50

F2: "Sell Your Textbooks This Way" Foot Decals

Vinyl footprints with non-slip coating have a removable adhesive back that will stick to virtually any floor surface.

Size: 4.5" wide x 12" high
 Cost: \$2.25/pair

P23: Java Jackets®

Specially insulated to keep hands cool and coffee hot. And they spread your Buyback message.

Size: Fit 12-20 oz cups, pre-assembled
 Cost: 15¢ each

P22: "Buyback in Progress" Banner

Vinyl banner with grommets.

Size: 6' wide x 2' high
 Cost: \$20.00

P42: "Cash For Your Books" Banner

Vinyl banner with grommets.

Size: 6' wide x 2' high
 Cost: \$20.00

P21: Balloons

"Textbook Buyback Going on Now—Cash for Books"

Size: 9" diameter
 Cost: 15¢

P30: Post-It® Notes

Stick these anywhere to promote your Buyback.

Size: 2.75" wide x 3" high
 Cost: \$1.75/200 sheet pad

P26: Barrier Tape

Yellow vinyl tape reads "Textbook Buyback"

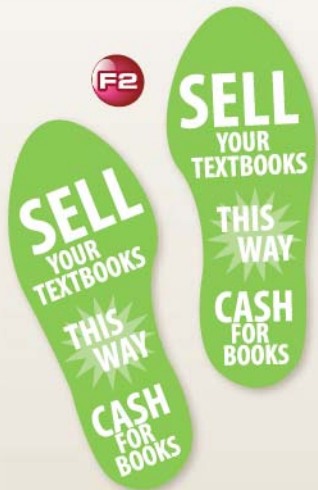
Size: 3" wide x 50' long
 Cost: \$4.95/roll

P9: Yard Sign

Stake these in the ground to let students know Buyback is happening today.

Size: 25" wide x 16" high
 Cost: \$2.30





F2



P22

Textbook Buyback **CASH FOR BOOKS!**
IN PROGRESS
CASH FOR BOOKS • TEXTBOOK BUYBACK • CASH FOR BOOKS



P23

P42

CASH
FOR YOUR BOOKS



P21

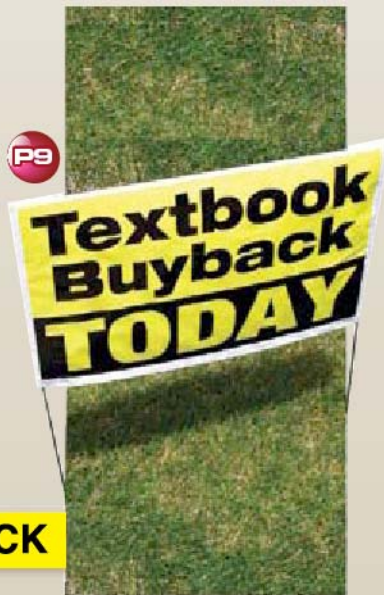


P30



P26

P9



TEXTBOOK BUYBACK TEXTBOOK BUYBACK TEXTBOOK BUYBACK

Supplies

S1: Box Cutter

Includes one blade.

Size: 4" long
Cost: \$1.00



S1

S2: Label Scraper

Double-ended plastic blades are safe for most surfaces.

Size: 6" long
Cost: \$1.00



S2

S3A: Tape

High-quality mylar tape.

Size: 2" wide
Cost: \$1.00



S3A

S3B: Used Book Stickers

Mark your used books with these eye-catching stickers.

Size: Roll of 500
Cost: \$2.00



S3B

CTN: Cartons

Our cartons are strong enough to hold your heaviest books.

Size: 19" long x 11.5" high x 9.5" deep



CTN

S6: Table Cloth

Use this white, vinyl table cloth on your Buyback counter. Fits a standard 8' folding table.

Size: 108" long x 54" wide
Cost: \$7.15



S6

Focus on Online Buyback

The time is here to allow your students to sell back their books online when your in-store Buyback isn't in session.

Online Buyback provides a convenient solution for students to sell their books during your "non-Buyback" time, and it helps keep business within your bookstore. Simply post a customized link (provided by MBS) on your store's web site, and let the Buyback begin! During your regular in-store Buyback, simply remove the link from your web site...it's really that easy!

Students merely go to the your online Buyback site and enter the appropriate ISBNs. They will then receive their personalized quote including a link for them to print their prepaid shipping label. Once MBS receives the books, a check is mailed to the student and a commission issued to your store.

Educate and communicate...



Online Buyback

OB1: Option 1 Poster

Size: 11" wide x 17" high
Cost: 30¢
We customize: Online Buyback URL

OB2: Option 2 Poster

Size: 11" wide x 17" high
Cost: 30¢
We customize: Online Buyback URL

OB3: Option 3 Poster

Size: 11" wide x 17" high
Cost: 30¢
We customize: Online Buyback URL

OB4: "Sell Your Books Online" Literature Stand

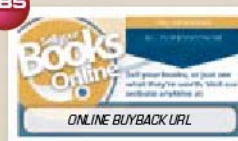
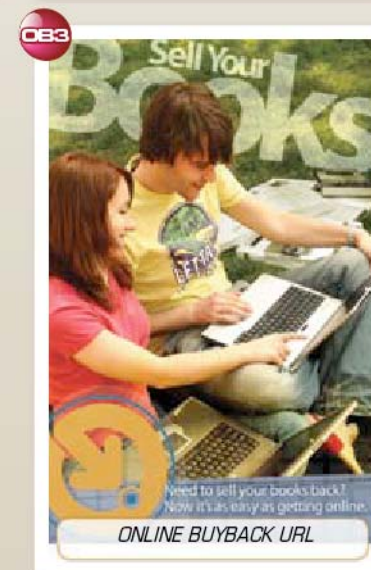
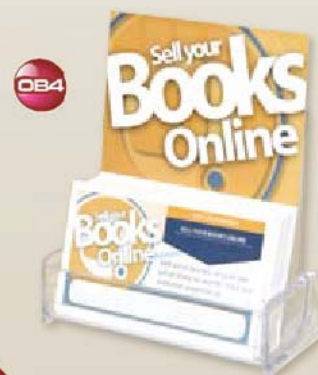
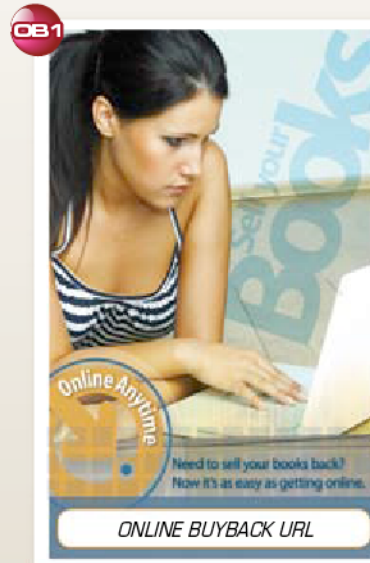
Acrylic Point of Purchase display. Includes a "Sell Your Books Online" backer. Fill with business card sized "takers" explained below.

Size: 3 1/2" wide x 4" tall x 1 7/8" deep
Cost: \$1.20

OB5: "Sell Your Books Online" Business Card

(Packs of 100)
Fits in acrylic literature stand.

Size: 3.5" wide x 2" tall
Cost: 50¢/100
We customize: Store name and Online Buyback URL



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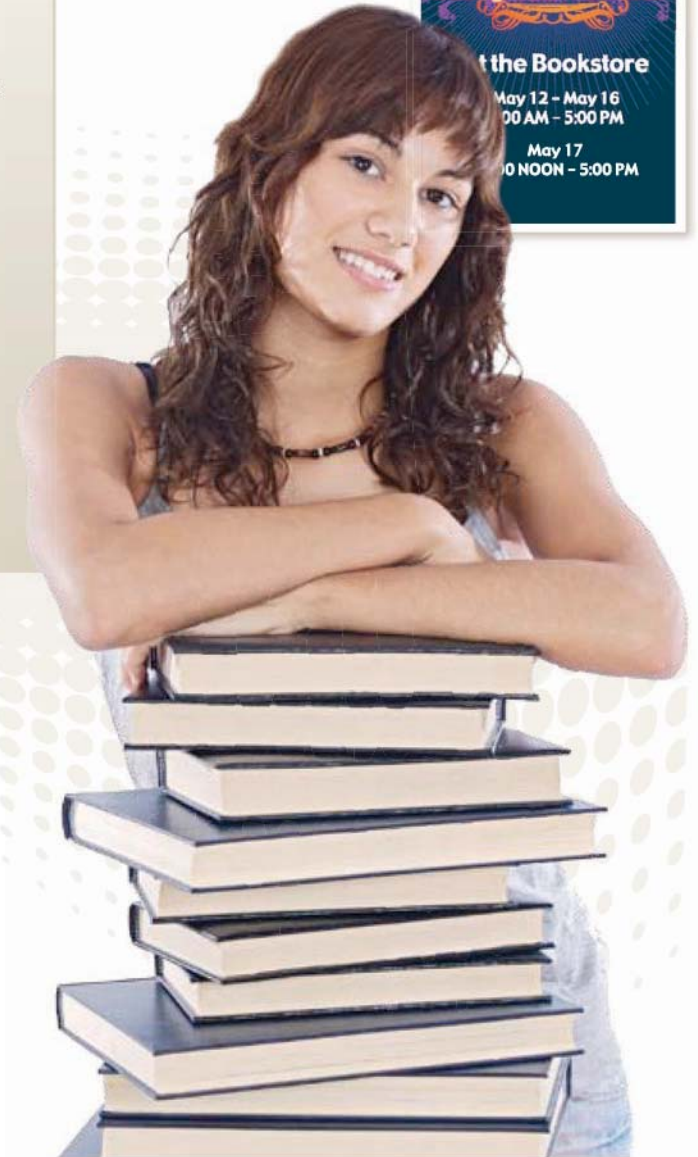
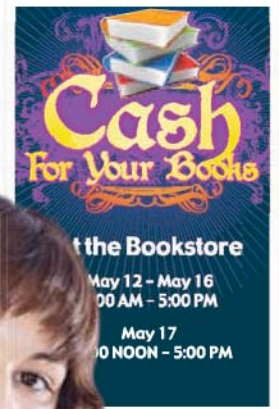


For free downloads visit www.BuybackByDesign.com

Buyback Checklist

Have you:

- contacted your Territory Manager with Buyback dates and times?
- selected, if possible, additional locations for students' convenience?
- made that extra effort to get last minute adoptions before Buyback for a strong retail list?
- considered a direct mail campaign to advertise your Buyback?
- thought about a social networking site ad campaign?
- considered an email campaign?
- looked into running a newspaper ad in the school or local paper?
- brainstormed with your Territory Manager for ways to further promote your Buyback?
- printed out a list of problem books from your FCNotebooks at www.facultycenter.net?



TEXTBOOK EXCHANGE, INC.
2711 West Ash Street
Columbia, MO 65203

www.MBSbooks.com

BUYBACK SUPPORT
Phone: 800-325-3248
Fax: 573-446-5242

My Territory Manager

Phone:

Email:





buyback design



Select an icon below.



Focus on
Faculty



Focus on
Freshmen



Focus on
Buyback