



PBC BOOK FAIRS

PROMOTING YOUR FAIR Flyers and Posters

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Distributable Flyers and Posters

- ◆ **PBC provides DIY Flyers for all our fairs.**
Check your email or go online to our resource center to download Fill-In-Yourself flyers that you can send home with students or post on announcement boards!
- ◆ **Get creative-make your own flyers too!**
Variety is great! Have a student flyer contest and let kids make flyers and vote for their favorite. You'll raise awareness and get students excited for the fair.
- ◆ **Keep an eye on the mailbox 4-6 weeks before your fair. PBC will send posters for you to post and advertise your fair.**

Visit the Book Fair Online Resource Center



Go to www.phoenixbookcompany.com/bookfairs
Click on Current Fair Coordinators
Password: We<3Books

Emails, Calendars, & Newsletters

- ◆ **Make sure your fair is on your school calendar.**
Talk to your office manager to get your fair on the school calendar.
- ◆ **Add the Book Fair to the school marquee.**
The office manager can help you with this as well.
- ◆ **Send out email reminders to parents.**
Ask for volunteers, advertise events, and promote your fair through emails to parents.
- ◆ **Don't forget Facebook & social media!**
Post the Book Fair Schedule and promote your add-on events on all your school or PTO social media pages.
- ◆ **Add your fair to the school newsletter.**



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Commercials

- ◆ **PBC provides promotional commercials to help you promote your fair.**
Check your email or go online to our resource center to see all the available commercial choices. Our videos are hosted on YouTube so they are easy to share on facebook, twitter, or your school or library website.
- ◆ **Add commercials to your morning video announcements, link them in your emails, put them on your library website, and play them for students whenever you have the opportunity!**

Book Trailer Playlists

- ◆ **We build book trailer playlists for titles likely to be at your fair.**
Check your email or go online to our resource center to see the book trailer playlists. They are YouTube playlists you can watch, embed on your own site, or share on social media.
- ◆ **Generate awareness by showing students these fun trailers for books they will see at the fair.**

Digital Preview Box

- ◆ **Want to see what's likely to be at your fair? Check out the Digital Preview Box section in our online resource center.**

Visit phoenixbookcompany.com/bookfairs

Click on Current Fair Coordinators > Before Your Fair

Password: We<3Books

Click the Planning Button (Step 3) then Digital Preview Box

A Note About Titles on PBC Fairs

We do our best to only advertise titles likely to be at your fair, but our stock is constantly revolving. Because of this, titles and authors featured in promotional materials are representative of the types of books you will find at a Phoenix Book Company Book Fair. Availability of specific titles will vary and is not guaranteed.