

# **Hot Off The Press & My Lucky Day**

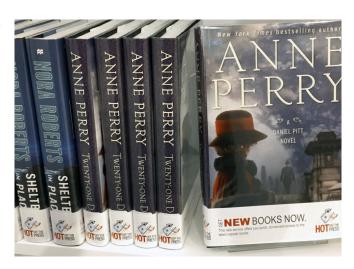
#### **Merchandising Program**

### **Powerful Merchandising Program to Increase Circulation!**

- · Make best-selling books stand out and get noticed
- Eye-catching inserts are designed to grab your patrons' attention and encourage them to pick up books
- One program—two design options to choose from

Brodart does the work for you. Books arrive shelf-ready, and patrons can check them out immediately.

It's their lucky day!

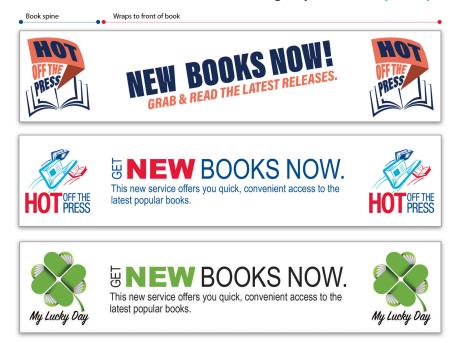


#### For greatest impact on demand and circulation, we recommend:

- · No holds for these titles
- Shorter loan periods

- No renewals allowed
- Strategic placement of books in high-profile areas

## Choose one: HOT OFF THE PRESS (two design options) or My Lucky Day.



Program available only with Brodart's Cataloging & Processing Services (Flex and Compleat) or Subscription Services (McNaughton® and Purchase Plus).