

# 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
- No renewals allowed
- Shorter loan periods
- Strategic placement of books in high-profile areas

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

Book spine      Wraps to front of book

	<b>NEW BOOKS NOW!</b> GRAB & READ THE LATEST RELEASES.	
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Program available only with Brodart's Cataloging & Processing Services (Flex and Complete) or Subscription Services (McNaughton® and Purchase Plus).

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