PROMOTIONS PORTAL HOW-TO GUIDE

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2025 UPDATED PROMOTIONS PROCESS

SUBTEXT

DIONEER BOOKSHOP

The Promotions Portal is an easy-to-use, content database designed to streamline your access to booking and maintaining current promotional products and assets.

This database allows you to easily locate and reuse approved creative assets, maintains consistency across your campaigns, speeds up the booking and production process, and eliminates unnecessary steps to avoid missing or incorrect content.

HOW IT WORKS

MIDWEST INDEPENDENT BOOKSELLERS	Spring Road Trip	Winter Catalog for Advertisers	Join MIBA	Roadmap	Programs	Products &	Services
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1000000	Newsletter Banner	r weekly Midwest Indie Bestseller List E-new	sletter. The newsle	etter is sent		Price: \$	\$200
						View	

	Success!
	Your checkout is complete & was received by our team.
Products	
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edicated E-Blast TEST HIS IS A TEST. NOT A REAL PRO	JUCT.

STEP 1

Complete the normal purchase process for promotions. This step *HAS NOT* changed.

STEP 2

Using either the confirmation page or confirmation email links, you will be able to set the run date or *EDIT your promotion's information and content*.



HOW IT WORKS CONT.

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TEP 3

When choosing "edit promo info," you will see the screen shown in image **A.**

Use the **email from your booking** to log in.

Image **B** is what you would see if you *have never previously booked* a promotion using your email (with MIBA).

If you *have previously booked* a promotion using your email (with MIBA), your portal will look similar to image **C**.

Promotions P	Portal					
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STEP 4

To set up your new promotion, click ' + Create new,' in the top left corner.

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	Promotion Type	1 Start Date	Attachments	A Link Through	
	Newsletter Banner	5/11/2025 5:13pm			Featured Title
	Title Alert	9/1/2025 12:00am	10		
	Eblast	5/27/2025 9:00am			
	Eblast	5/2/2025 2:00pm			Promotion Type*
					Eblast & Mega Feature Date Link
					Submit

STEP 5

A side panel will appear on the right. Use this panel to add your information to the booking entry, including the confirmation # from the booking email.

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STEP 6

Select the date and promotion type.



HOW IT WORKS CONT.

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		A Featured Title	Promotion Type	Start Date
1	Open	LOOK, ANOTHER BOOK	Eblast	5/16/2023 9:00am
2	Open	JUST ANOTHER NEW BOOK	Newsletter Banner	5/11/2025 5:13pm
3	Open	THIS IS A NEW BOOK #2	Title Alert	9/1/2025 12:00am
4	Open	THIS IS A NEW BOOK	Eblast	5/27/2025 9:00am
5	Open	ANOTHER NEW BOOK	Eblast	5/2/2025 2:00pm



After the initial promotion entry is set up, log in at any time and add your creative assets, click-through link, subject line, etc. to that entry by clicking 'Open,' in the column next to the promo title.

Edit the contents of any booking at any time, up until 48 hours before the promotion runs.

HELPFUL INFO

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Filter your promotions by 'Promotion type' or 'status'.



Download a .csv file of any/all of your promotions.

Li	t Cal	endar) + Create new 17 Sort 1. Download 1 Filter Pro	omotion Type	15 3
		A Featured Title	Promotion Type	Start Date
1	Open	LOOK, ANOTHER BOOK	Eblast	5/16/2023 9:00
2	Open	JUST ANOTHER NEW BOOK	Newsletter Banner	5/11/2025 5:13p
3	Open	THIS IS A NEW BOOK #2	Title Alert	9/1/2025 12:00
4	Open	THIS IS A NEW BOOK	Eblast	5/27/2025 9:00
5	Open	ANOTHER NEW BOOK	Eblast	5/2/2025 2:00

FREQUENTLY ASKED QUESTIONS

Do I have to set up and account with a password?

Not at the moment. This is our initial test of the promotions portal, however, that may change down the road.

Can I add more than one attachment to my promotion entry in the portal? Yes - up to 5 attachments are allowed per entry.

I need to change the date of my promotion, can I do that in the portal? No - If you need to change the date of your booked promotion, please email aleah@midwestbooksellers.org to change all dates.

CONTACT US

Aleah Salloway, Promotions Coordinator aleah@midwestbooksellers.org

Grace Hagen, Executive Director grace@midwestbooksellers.org

