

Placement







LIBRARY GEOGRAPHY

- ✓ Front of the Library
- ✓ Power Aisle
- ✓ Endcaps & Small tables High Traffic Areas









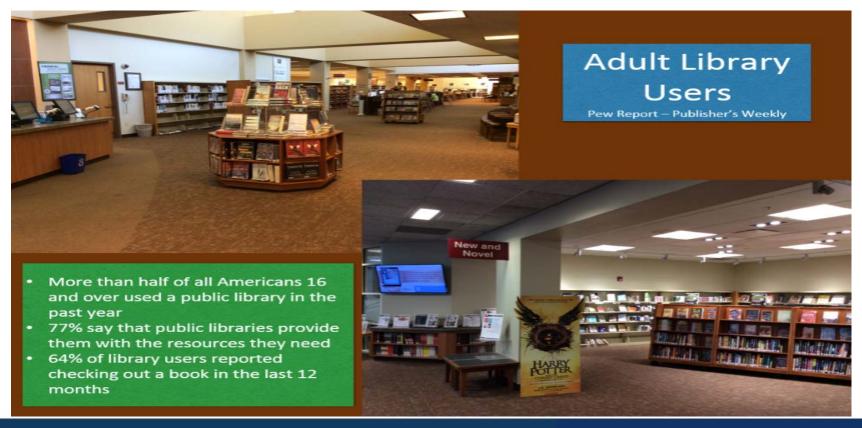
FRONT OF THE LIBRARY

√ First Impressions

What is the first thing your patrons see when they walk in to the library

√ Valuable Real Estate

Clean & clear signage and small displays --- Keep it simple







POWER AISLE

- ✓ The main path to the hub of your library, which may be the Circulation Desk or New Arrivals
- ✓ Displays should be simple but impactful, less is more.







ENDCAPS AND SMALL TABLES

- √ Take 5-10 books of a similar subject or theme and display them in a triangle or a pyramid. This can be very effective.
- ✓ Great for DVD's, children's picture books, audiobooks, large print books, and more.



To draw the eye to a display, place the biggest stacks in the center of the table and "pyramid" the books out from the center. In bookstores they have multiple copies of a title to make tall stacks but stacking themed single copies of titles is as effective as a stack of the same title.





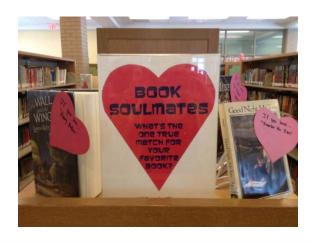
WHY DISPLAYS WORK!

WHY DISPLAYS WORK

- Increase Circulation
- 2. Highlight Collections
- 3. Help Readers Discover New Books/Authors/Genres

A WELL-MERCHANDISED DISPLAY IS:

- Attractive
- 2. Fully Stocked
- 3. Coherent









Twenty Rules for Better Book Displays







1. DISPLAYS SHOULD REFLECT YOUR PATRONS' INTERESTS, NOT YOUR PERSONAL INTERESTS

2. DISPLAYS SHOULD BE POPULAR. WHILE A FAIR AMOUNT OF TIME MIGHT BE SPEND FILLING DISPLAY FIXTURE, THE ULTIMATE GOAL IS FOR THE

FIXTURE TO BE EMPTY.







- 3. THE BOOKS SHOULD BE THE STARS OF THE DISPLAY
- 4. DON'T LIMIT YOURSELF TO BOOKS

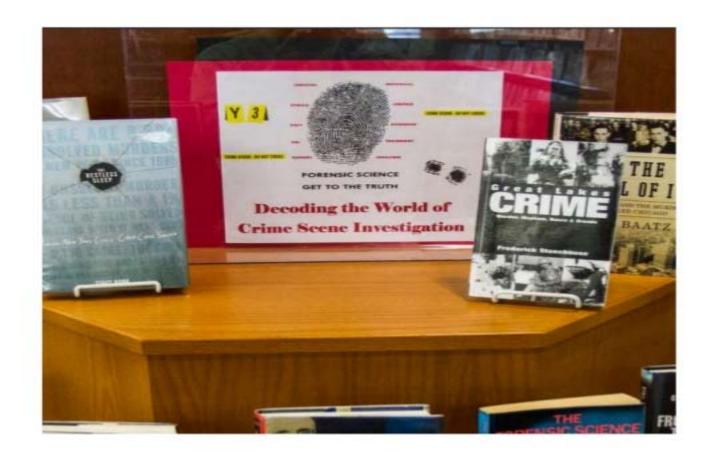








5. WHILE THE BOOKS ARE THE STARS, EYE-CATCHING VISUAL SIGNAGE IS EXTREMELY IMPORTANT.





6. CHOOSE A SIMPLE, READABLE FONT OVER AN INTRICATE ONE

Arial

Bouhous

Californian

Century Gothic

High Tower

Sans Serif

Sans Serif

Times New Roman

Poor Richard

Verdana





These books will keep you up all niaht!

7. IF THERE IS AN ICON OR OTHER KEY VISUAL ELEMENT ASSOCIATED WITH THE THEME OF THE DISPLAY, BE SURE TO INCLUDE IT IN THE SIGNAGE.

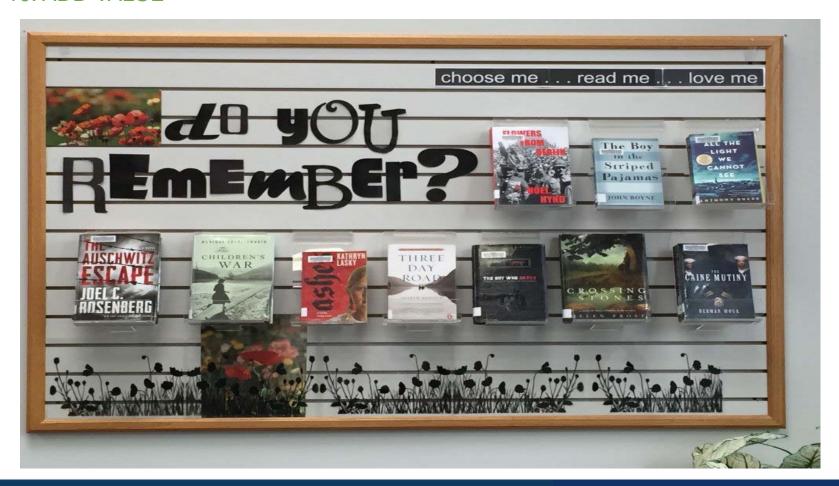
8. USE PROPS JUDICIOUSLY







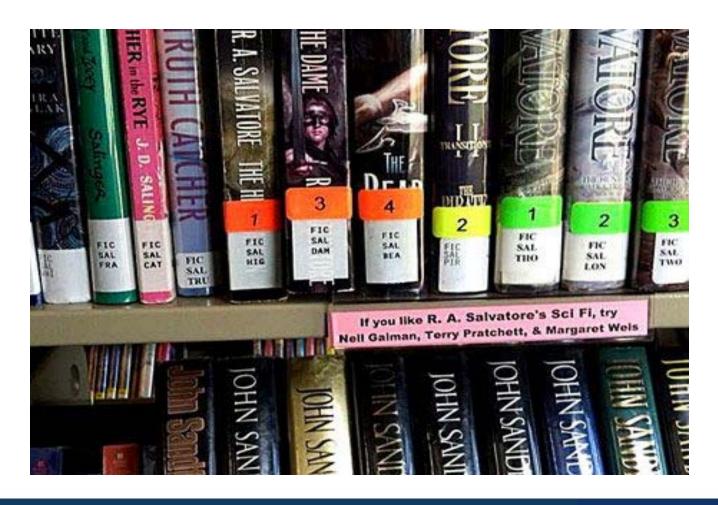
- 9. YOU WANT THEM TO CHECK DISPLAY ITEMS OUT, SO MAKE IT CLEAR THAT THEY CAN
- 10. ADD VALUE







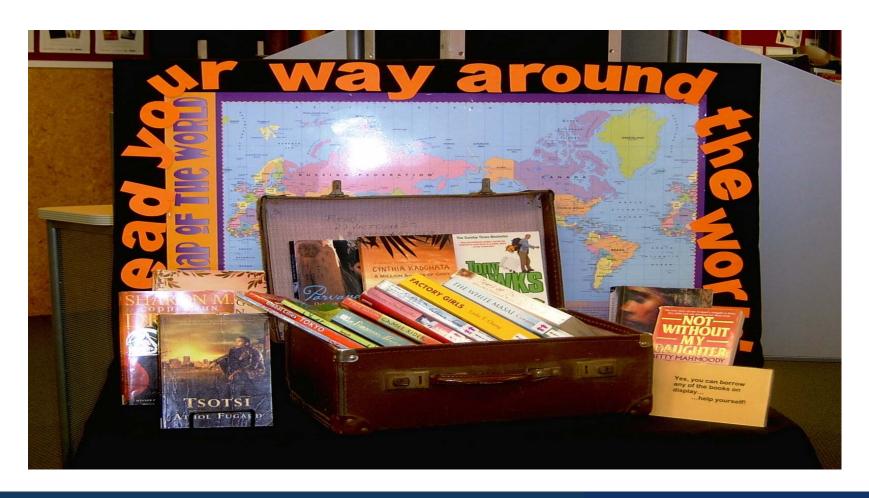
- 11. CROSS PROMOTE
- 12. USE CHASE'S CALENDAR OF EVENTS JUDICIOUSLY







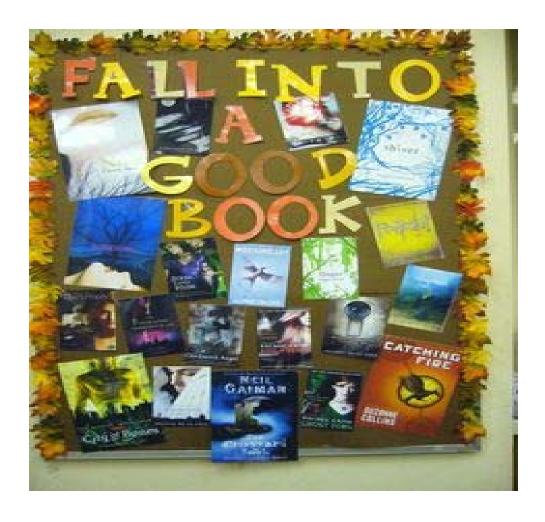
- 13. LET POP CULTURE INSPIRE YOUR DISPLAYS
- 14. LET CURRENT EVENTS INSPIRE YOUR DISPLAYS







15. LET YOUR COMMUNITY INSPIRE YOUR DISPLAYS

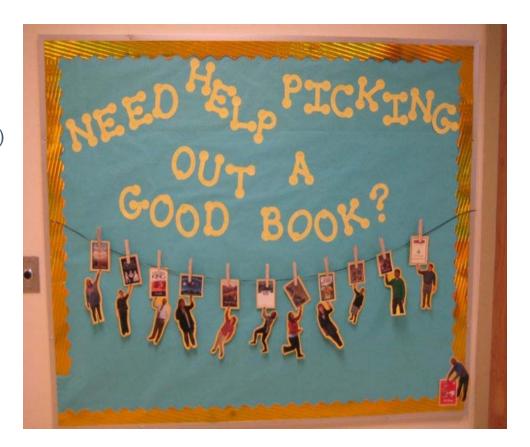






16. CONSIDER MOVING BEYOND TIGHTLY THEMED DISPLAYS TO MORE GENERAL ONES THAT CAN BE USED ANYTIME – OR CONTINUOUSLY

- Staff Picks
- Patron Picks
- People You Should Meet
- Greatest Hits of the ____ (insert decade)
- Good Books You May Have Missed
- Award Winners
- What Your Neighbors Are Reading
- Genres
- Other Ideas?





17. PROMOTE "HIDDEN" COLLECTION, BUT ONLY IF THEY PASS MUSTER WITH RUI F #1

18. UNLESS THE ITEMS ARE PRICELESS OR IRREPLACEABLE, DO NOT PUT **BOOK DISPLAYS BEHIND GLASS**









19. BE FLEXIBLE. BE WILLING AND READY TO CHANGE PLANS AND THROW UP A DISPLAY BASED ON THE NEWS OF THE DAY.

20. HAVE FUN! DISPLAYS SHOULD BE FUN, BOTH FOR YOU TO CREATE AND FOR YOUR CUSTOMERS TO BROWSE.







RAFFLE DISPLAY

STOP BY THORNDIKE PRESS BOOTH TO ENTER TO WIN THESE DISPLAYS









WANT MORE IDEAS?!

- Pinterest
- Retail Environments
- Google "book displays"
- Contact Thorndike Press for more ideas

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PROGRAMMING/FUNDING







PROGRAMMING IDEAS FOR LITTLE TO NO MONEY

BOOK DISCUSSION GROUPS

Book Group Sets Available for Borrowing by Maine Libraries

Gardiner Public Library

Use the search term "book discussion" in the Minerva system. Over 40 different titles are available.

Portland Public Library

Do a MaineCat search using

http://mainecat.maine.edu/search~S0/?searchtype=X&searcharg=book+discussion+sets&sortdropdown=-&SORT=DZ&extended=0&SUBMIT=Search&searchlimits=&searchorigarg=Xbook+sets

Over 75 titles available.

Belfast Free Library

Use search term "book discussion group set" in the Minerva system. Over 20 different titles available for youth and teens.



PROGRAMMING IDEAS FOR LITTLE TO NO MONEY

PROGRAMMING AROUND END OF LIFE ISSUES

Community Workshops

The Maine Hospice Council <u>www.mainehospicecouncil.org</u> provides speakers in all 16 counties of Maine at no charge.

Book Discussion Groups

Being Mortal books in regular print, large print and as a book on CD.

Contact Portland Public Library

Meghan Gillis 871-1700 ext 717

Outreach@Portlandpubliclibrary.org



PROGRAMMING IDEAS FOR LITTLE TO NO MONEY

OTHER POTENTIAL EVENTS

Do you have a local community theater company?

Why not host an evening before an upcoming show for the participants to explain why they picked the show, how they cast parts, construct scenery and make costumes.

Workshops for small business owners.

Do a series of presentations for small business owners. Great speakers include members of SCORE, the VA, SBA, MSBDC, FAME and local legal and accounting professionals. I bet you have more small/solo business owners than you think in your community.

Financial savvy workshops for seniors.

The Federal Reserve has a wonderful series of workshops on fraud for seniors that local banks present for various groups and organizations

Concerts.

Have a concert early on a Saturday evening after a pot luck or community supper.



FUNDING IDEAS

POTENTIAL RESOURCES FOR PROGRAMMING DONATIONS

Community Bank Branches

Most branch managers can approve donations of \$500 and less to community nonprofits.

Service Clubs

Groups such as The Lions, Kiwanis, Rotary, Altrusa, College Club......

Maine Community Foundation

They hold small funds that are often dedicated to certain areas of the state contact Amy Pollien apollien@mainecf.org.

Friends of Maine Libraries

Give three \$500 grants each year. Contact Laurel Parker Itparker@windhammaine.us

Other Local Charities

Review donor lists for other local charities and check for your patrons.