

Ideas to Promote Children's/Teen Book Collections

Ideas to promote your collection:

- Display books face out when possible, bookstore style.
- See Jim Trelease's idea to use rain gutters in unused wall spaces to provide face-out book display shelves: http://www.trelease-on-reading.com/rah_chpt6_p4.html#rain-gutter
- Make bookmarks that say "Amazon.com bestseller" or "Award Winner" at the top and let them stick out the tops of the books.
- Feature books by an author with a bio and photo of the author.
- Make a "What do these books have in common?" game/display. (All the books have something in common and the children/teens guess what it is and an entry is drawn from the box to win a prize.)
- Use shelf talkers to bring attention to a collection, series or title.
- Try shelving paperbacks by genre and series so readers can find other titles they might like.
- Make a display of books on popular or timely topics—Olympics, skateboarding, proms, going off to college, rock climbing, getting summer jobs, etc.
- Set up display of books around a special day/week theme—Banned Book Week, National Poetry Month, Kwanzaa, etc. (See MHLS web site for ideas at http://midhudson.org/program/promo_calendar.htm)
- Hang chains from ceiling and attach new paperbacks or DVDs with sign: "Off the Hook"
- Highlight display of new books with sign: "Phat Books" (or other current slang)
- See ALA display ideas at <http://www.ala.org/ala/yalsa/teenreading/trw/trw2004/firsttime.htm#display>

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