

Using the COUPON in the 2009 MBA CATALOG

The 10% OFF coupon featured in the 2009 MBA Catalog will help you sell more books - and will help both your store and MBA track the response to our Catalog. Please note these **IMPORTANT DETAILS** for using this COUPON!

10% OFF ANY ONE BOOK IN THIS CATALOG

Redeem this coupon and save 10% off the list price of any **ONE** book in this Catalog at any participating MBA independent bookstore. Hurry, coupon expires January 31, 2010!

All titles may not be in stock in all stores. Please ask your MBA bookstore about its special order services. Special order, shipping, handling and other fees may apply and are not discounted.

This coupon not valid combined with any other coupon or discount. One coupon per customer. Redemption terms may vary by store. Coupon expires 1/31/10.

Want to learn more about books of Midwest regional interest? Sign up here for periodic e-mails from Midwest Booksellers Association. Your e-mail address will be used only for this purpose and never given or sold to anyone else. You may opt out of our e-mail list at any time. Questions? Contact info@midwestbooksellers.org. Thanks!

Customer Name _____

Address _____ Email _____

City _____ State _____ Zip _____

Phone (_____) _____ Bookstore (where coupon redeemed) _____

- The 10% OFF COUPON appears on the **OUTSIDE BACK COVER** of all copies of the Catalog.
- The **BACK** of the 10% OFF COUPON (where the customer writes his/her name, etc.) appears on the **INSIDE BACK COVER** (page 23) of the Catalog.
- **IMPORTANT!!** Please review the terms of the 10% OFF COUPON offer printed on the face and back of the COUPON. Be certain that everyone on your staff knows about it, too.
- We have set the terms so that your bookstore can maintain your own store policies for combining discounts, handling special orders, establishing order and shipping fees, etc.
- **Please plan ahead to decide how you will handle requests for Catalog titles which you do not have in stock.** While we would like your store to stock all of the Catalog titles, we realize that every store won't have every book every day.

HOW TO REDEEM A COUPON:

1. Cut the 10% OFF COUPON from the customer's catalog, if he/she hasn't done so already.
2. Ask the customer to write his/her name and address on the back of the COUPON. Remind him/her about the drawing to win a \$25 gift card or gift certificate from your store.
3. Remember to write your store's name on the back of the COUPON - it's important! If we don't know these coupons are yours, your customers and your store won't be able to participate in the drawing for gift cards/certificates!
4. Ring up the purchase following your store's usual procedure for a 10% discounted sale.
5. Save all the COUPONS you redeem! Do not throw them away!!
6. If you wish, analyze the COUPONS to see who has used them - your regular customers, new customers, etc. We highly recommend that you do this for your own information.
7. Keep honoring and collecting COUPONS until the January 31, 2010, expiration date.
8. Mail all of your COUPONS to MBA BY February 15, 2010.
9. MBA will compile all COUPONS from all stores and share the prize drawing results with MBA members.

PLEASE NOTE!

This year MBA is adding our bookstores' customers' e-mail addresses to a Constant Contact list so we can send out *only occasional* e-mails to tell them about regional book promotions which we think will interest them: Midwest Connections Picks, Midwest Booksellers' Choice Award winners, the MBA Catalog next year, etc. **THESE E-MAILS ARE INTENDED ONLY TO SUPPORT YOU IN SELLING BOOKS TO YOUR CUSTOMERS.** MBA will always tell the public to come to your stores to buy books, and we'll always refer them to the list of MBA member bookstores on our website. Anyone receiving Constant Contact e-mails from us always has the opportunity to opt out of them, too.

If you have a customer who wants to enter the drawing but does NOT want to be on this e-mail list, please tell them to leave the e-mail address blank when they fill out the coupon. If for some reason YOU don't want to give us this e-mail information for your customers, that's fine as well - just don't include it on the coupons you send to us. This is completely voluntary!

HOW YOUR STORE AND YOUR CUSTOMER CAN BE WINNERS TOGETHER!

- Shortly after February 15, MBA will hold a random drawing to select winning customers and stores.
- Ten winners will be selected (and no store will have multiple winners). MBA will notify the stores whose customers have won, so that these stores can contact their own customers.
- MBA will send a check to purchase a \$25 gift card or a \$25 gift certificate from each winning store so that the store can give its own prize to its own customer.
- Your customer wins the prize - and your store wins the sale! (Plus you've found out a lot about who shops in your store and brings in coupons to buy Catalog titles - and more!)

QUESTIONS? PLEASE CONTACT US AT THE MBA OFFICE!

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