

**CRAZY GOOD By Charles Leerhsen (Simon & Schuster)**  
**Rebate Request Form -- Deadline September 15, 2008**

To be eligible for rebates for promoting CRAZY GOOD, your store must promote this book in at least three of the following ways between June 1, 2008 and August 31, 2008. **YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.**

Use this checklist and rebate form to compile your documentation. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44<sup>th</sup> Street, Minneapolis, MN 55410 by September 15, 2008.

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

**REQUIRED! Report your store's sales of CRAZY GOOD for June - August 2008 QTY SOLD \_\_\_\_\_**

- \_\_\_ Display **CRAZY GOOD** on its own in a table, window or counter display, using the Midwest Connections display materials provided by MBA. Download and print promo materials from the MBA website. **DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.**
- \_\_\_ Display this book prominently along with other Midwest Connections titles as part of your store's **MIDWEST CONNECTIONS PICKS** table, window or other displays, using Midwest Connections promo materials. **DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.**
- \_\_\_ Advertise this book in a local publication in your community using the print ad format available from The MBA website. **SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.**
- \_\_\_ Feature, review, and/or advertise **CRAZY GOOD** in your store's newsletter or E-newsletter, including a photo of the book cover. **SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.**
- \_\_\_ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. **PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.**
- \_\_\_ Review, discuss or advertise **CRAZY GOOD...** on your local radio or TV station. **DOCUMENT TO MBA.**
- \_\_\_ Host an event, informal stock signing, or phone conference at your store with the author. **SEND MBA DETAILS OF YOUR EVENT.**
- \_\_\_ Promote **CRAZY GOOD...** to local reading groups or book clubs. **DOCUMENT READING GROUP USE TO MBA.**
- \_\_\_ Hand-sell this book in your store as a "staff pick" or recommended title. **DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."**
- \_\_\_ Send your bookseller recommendation or review of **CRAZY GOOD** to Susan Walker at MBA [UMBAoffice@aol.com]. MBA will share your recommendation with the publisher.
- \_\_\_ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.

You can earn the following cash rebates from MBA. In all cases, you **MUST** provide appropriate documentation by **September 15, 2008**, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **CRAZY GOOD** for the period of June through August 2008.

- \_\_\_ **\$25 rebate:** feature, review, or advertise this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover
- \_\_\_ **\$25 rebate:** run a print ad on **CRAZY GOOD...** in your local newspaper or similar publication, including a photo of the book cover. You may also get this rebate for running a radio ad.
- \_\_\_ **\$25 rebate:** **DISPLAY THIS ONE BOOK ON ITS OWN** in a table, window, or wall display, with at least 3 copies.  
**OR**
- \_\_\_ **ONE JUNE \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of the **JUNE MIDWEST CONNECTIONS PICKS** titles. **CRAZY GOOD** is one of 4 Midwest Connections books launched in June.

**PLEASE NOTE! YOU MAY CLAIM ONLY ONE GROUP DISPLAY REBATE PER MONTH. YOU MAY NOT USE THE SAME GROUP DISPLAY TO CLAIM SEPARATE REBATES FOR EACH OF THE INDIVIDUAL TITLES INCLUDED IN THAT GROUP.**