

# Sell More Books with MBA's



## REGIONAL MARKETING PROGRAM

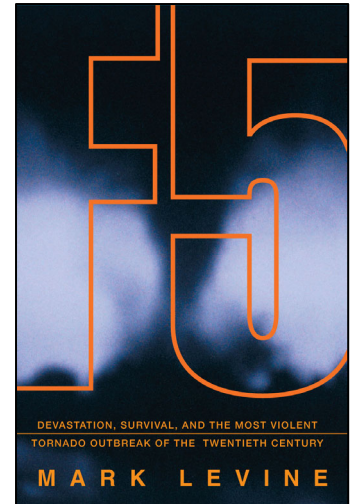
Featuring

**F5**

**DEVASTATION, SURVIVAL, AND THE MOST VIOLENT TORNADO OUTBREAK OF THE TWENTIETH CENTURY**

**Mark Levine**

**Miramax Books**



The most devastating outbreak of the century occurred on April 3, 1974, when 148 tornados touched down in 13 states from Michigan to Mississippi, killing hundreds and damaging thousands of homes. This super-outbreak is the subject of **F5: Devastation, Survival and the Most Violent Tornado Outbreak of the 20<sup>th</sup> Century**, the gripping new book by award-winning magazine writer Mark Levine.

**F5** expertly examines the atmospheric ingredients of the disaster, but at its heart it's less about science and more about a collision between everyday life and broad, uncontrollable forces. In the foreground of **F5** is Limestone County, Alabama, where two tornados (a category 4 and a category 5—the most severe) struck within 30-minutes. In Limestone, we meet a number of ordinary people whose lives are dramatically changed by the storm and its aftermath. These include a pair of teenage lovers, a small-town Sheriff, a preacher, and an aerospace technician given to religious visions. It is the struggle of these people—to hold their lives and their families together under sudden, enormous pressure—that drives the book.

**Mark Levine** teaches at the Iowa Writers Workshop in Iowa City, IA. He is a featured author at the MBA/ABA Spring Meeting Reception in Omaha on April 21. Levine also has written three books of poetry, and his work is included in several *Best American* anthologies -- *Magazine Writing*, *Sports Writing*, and *Poetry*.

### MIDWEST CONNECTIONS Marketing Plans for **F5**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Mark Levine appeared at the Omaha MBA/ABA Spring Meeting reception on April 21
- Author events in MBA bookstores
- Informal author meetings with MBA booksellers -- refreshments provided by MBA
- All author events promoted on the MBA Bookstore Events website [www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events)
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Reading copies of **F5** sent to MBA stores by Miramax Books. Books also available from MBA
- Sell sheet on the book available as a PDF file on the MBA website
- Display materials available from Miramax Books
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections shelf-talkers for in-store displays – earn a display rebate, too!

#### Questions? Check the website or contact MBA!

Go to the MBA website in the *Members Area* for more details: [www.midwestbooksellers.org](http://www.midwestbooksellers.org)  
Member login name ***mbamember*** and password ***shoplocally***. Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:  
[UMBAoffice@aol.com](mailto:UMBAoffice@aol.com) or  
[susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org)  
Phone 612-926-5868 or 800-784-7522

## Promote **F5** and author Mark Levine!

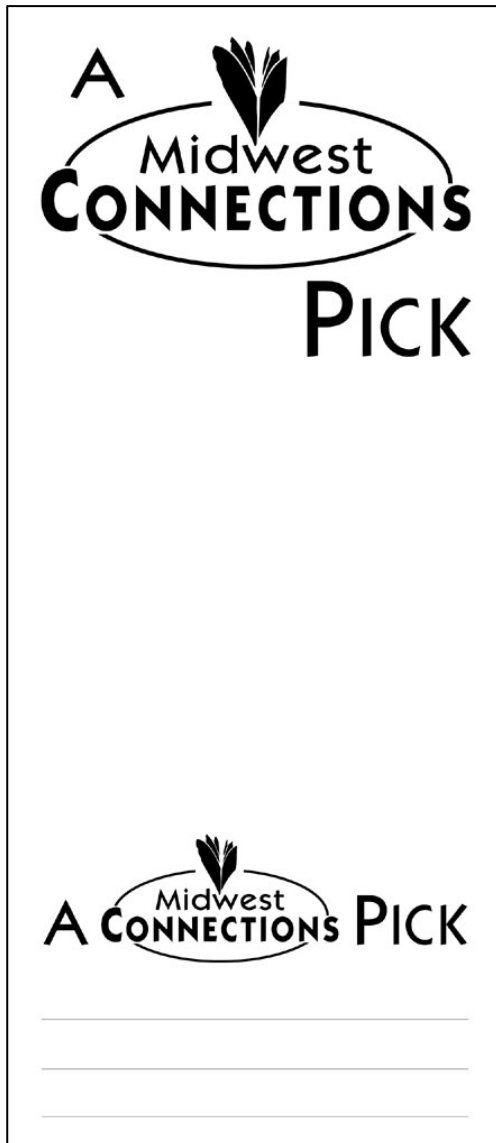
Your store can earn promotional rebates worth \$75 from MBA!

### HERE'S HOW -

In order to be eligible for rebates, your store must promote **F5** in at least three ways between June 1 and September 30, 2007. The list of possible promotions is on the checklist on the rebate form - see the next page.

**YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES.** To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of **F5**. **YOU ALSO MUST REPORT YOUR SALES OF **F5** to MBA.**

Use the checklist and rebate form on the next page to help verify your promotions. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by October 10, 2007.

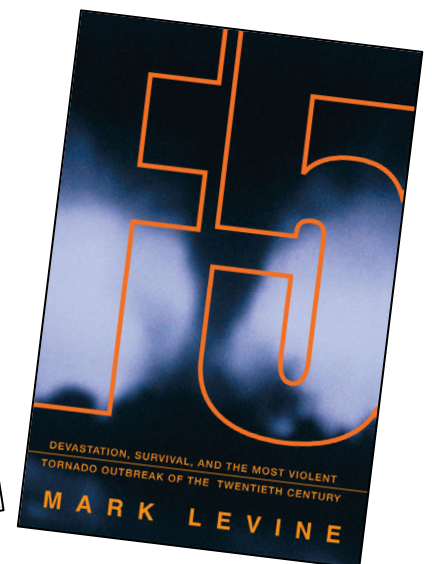


This shelf-talker is available as a ready-to-use PDF files at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the Members Area MIDWEST CONNECTIONS page and click on [F5... by Mark Levine](#)

Shelf-talker (left) - shown here at 70% of actual size

A B&W print ad to which you can add your own store info will be available soon as a PDF file at the MBA website [www.midwestbooksellers.org](http://www.midwestbooksellers.org). JPG files of the book cover and author photos also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on [F5... by Mark Levine](#)



**F5 by Mark Levine [Miramax Books]**  
**Rebate Request Form**  
Deadline October 10, 2007

In order to be eligible for rebates for promoting F5, your store must promote this book in at least three of the following ways between June 1 and September 30, 2007. **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 October 10, 2007.

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

**REQUIRED! Report your store's sales of F5 for June through September 2007.**

- \_\_\_ Display **F5** on its own in a table, window or counter display, using the Midwest Connections shelf-talkers 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 **F5** 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 **F5** on your local radio station. DOCUMENT TO MBA.
- \_\_\_ Host an event or informal stock signing at your store with author Mark Levine.  
SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- \_\_\_ Promote **F5** to local reading groups or book clubs. DOCUMENT READING GROUP/CLUB ADOPTION 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 **F5** 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 **ALSO** can earn the following rebates from MBA. In all cases, you **MUST** provide appropriate documentation by **October 10** in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **F5** for the months of June through September 2007.

- \_\_\_ **\$25 rebate** for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- \_\_\_ **\$25 rebate** for displaying **F5** in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- \_\_\_ **\$25 rebate** for running a print ad on **F5** in your local newspaper or similar publication, including a photo of the book cover.