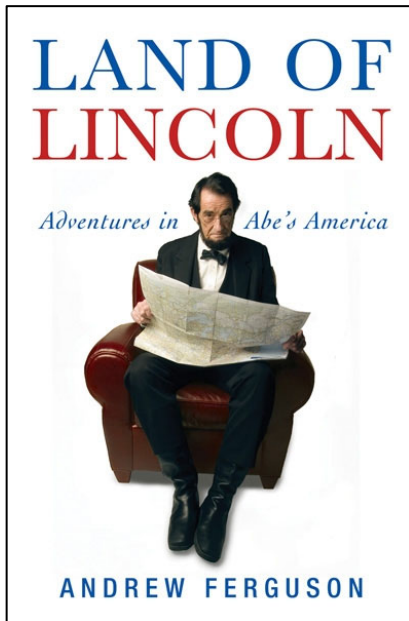




A MIDWEST CONNECTIONS PICK for June!



LAND OF LINCOLN ADVENTURES IN ABE'S AMERICA

Andrew Ferguson

Atlantic Monthly Press

“What a look into the world of Lincoln Andrew Ferguson offers his readers! He visits Lincoln's detractors as well as his champions, those who dress up in an effort to be the man, those who collect everything from Lincoln's hair to his teetotalling likeness on a whiskey shot glass. It's so darned much fun to travel along with Ferguson as he parts the curtains and leads us to the *LAND OF LINCOLN*.”

-- Vicki Erwin, *Main Street Books, St. Charles, MO*

“Land of Lincoln is, as its title suggests, LOL, which is to say, laugh-out-loud funny. It's also a wonderful and serious book about the enduring impact of our greatest president, by one of our best and wittiest writers.” — *Christopher Buckley*

A hilarious yet poignant look at Abraham Lincoln's place in America today—and the surprising ways in which his personality, philosophy, and mythology continue to pervade our culture—as well as a celebration of the people who help keep his spirit alive.

Before he grew up and became one of Washington's most respected reporters and editors, Andrew Ferguson was, of all things, a Lincoln buff. Like so many sons of Illinois before him, he hung photos of Abe on his bedroom wall, memorized the Gettysburg Address, and read himself to sleep at night with the Second Inaugural or the “Letter to Mrs. Bixby.” Ferguson eventually outgrew his obsession. But decades later, his latent buffdom was reignited by a curious headline in a local newspaper: LINCOLN STATUE STIRS OUTRAGE IN RICHMOND. “Lincoln?” thought Ferguson. “Outrage? I felt the first stirrings of the fatal question, the question that, once raised, never lets go: *Huh?*”

In *Land of Lincoln*, Ferguson embarks on a curiosity-fueled journey through contemporary Lincoln Nation, encountering everything from hatred to adoration to opportunism and all manner of reaction in between. He attends a national conference of Lincoln impersonators in Indiana; seeks out the premier collectors of Lincoln memorabilia from California to Rhode Island; attends a Dale Carnegie-inspired leadership conference based on Lincoln's “management style”; drags his family across the now defunct Lincoln Heritage Trail; and even manages to hold one of five original copies of the Gettysburg Address. Along the way he weaves in enough history to hook readers of presidential biographies and popular histories while providing the engaging voice and style of the best narrative journalism. Ultimately, *Land of Lincoln* is an entertaining, unexpected, and big-hearted celebration of Lincoln and his enduring influence on the country he helped create.



Send your comments and reviews about **LAND OF LINCOLN** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers!

LAND OF LINCOLN: ADVENTURES IN ABE'S AMERICA

by Andrew Ferguson

Atlantic Monthly Press, Grove/Atlantic www.groveatlantic.com

Order from “Transitional Vendor (PGW) or wholesalers

American History/Popular Culture

Hardcover, \$24.00

ISBN-13 978-0-87113-967-2; ISBN-10 0-87113-967-7

Sell More Books with MBA's

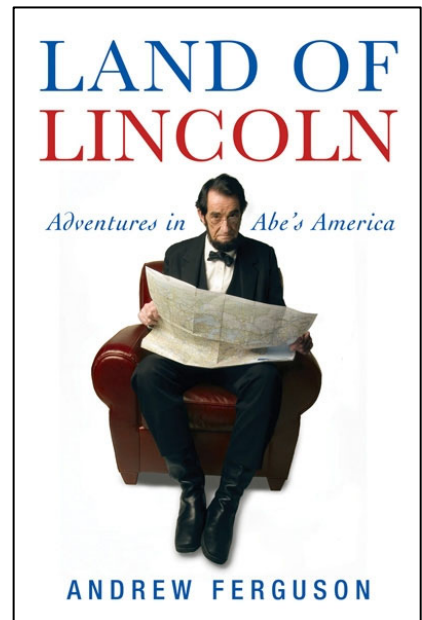


REGIONAL MARKETING PROGRAM

Featuring
LAND OF LINCOLN
ADVENTURES IN ABE'S AMERICA
Andrew Ferguson
Atlantic Monthly Press

“What a look into the world of Lincoln Andrew Ferguson offers his readers! He visits Lincoln's detractors as well as his champions, those who dress up in an effort to be the man, those who collect everything from Lincoln's hair to his teetotaling likeness on a whiskey shot glass. It's so darned much fun to travel along with Ferguson as he parts the curtains and leads us to the *LAND OF LINCOLN.*”

-- Vicki Erwin, *Main Street Books, St. Charles, MO*



MIDWEST CONNECTIONS Marketing Plans for *LAND OF LINCOLN*

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author events in MBA bookstores
- All author events promoted on the MBA Bookstore Events website www.midwestbooksellers.org/events
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Informal author meetings with MBA booksellers -- refreshments provided by MBA
- Reading copies of LAND OF LINCOLN available from MBA.
- Sell sheet on the book available as a PDF file on the MBA website
- Flyer / sign materials available as PDF files on the MBA website
- 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
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 or susan@midwestbooksellers.org
Phone 612-926-5868 or 800-784-7522

Promote **LAND OF LINCOLN** and author Andrew Ferguson!

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

HERE'S HOW -

In order to be eligible for rebates, your store must promote **LAND OF LINCOLN** 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 **LAND OF LINCOLN**. YOU ALSO MUST REPORT YOUR SALES OF **LAND OF LINCOLN** 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.

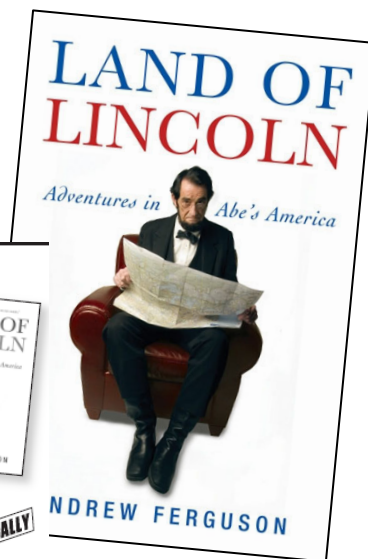


This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members Area MIDWEST CONNECTIONS page and click on [LAND OF LINCOLN by Andrew Ferguson](#)

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

A B&W print ad to which you can add your own store info is available as a PDF file at the MBA website 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 [LAND OF LINCOLN... by Andrew Ferguson](#)



LAND OF LINCOLN by Andrew Ferguson [Atlantic Monthly Press]

Rebate Request Form

Deadline October 10, 2007

In order to be eligible for rebates for promoting LAND OF LINCOLN, 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 44th 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 *LAND OF LINCOLN* for June through September 2007.

- ___ Display **LAND OF LINCOLN** 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 **LAND OF LINCOLN** 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 **LAND OF LINCOLN** on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with author Andrew Ferguson.
SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote **LAND OF LINCOLN** to local reading groups or book clubs. DOCUMENT READING GROUP/BOOK 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 **LAND OF LINCOLN** 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 **LAND OF LINCOLN** 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 **LAND OF LINCOLN** 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 **LAND OF LINCOLN** in your local newspaper or similar publication, including a photo of the book cover.