

A COOK'S JOURNEY: SLOW FOOD IN THE HEARTLAND by Kurt Michael Friese (Ice Cube Press)
Rebate Request Form -- Deadline January 30, 2009

To be eligible for rebates for promoting A COOK'S JOURNEY, your store must promote this book in at least three of the following ways between October 1, 2008, and January 30, 2009. 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 January 30, 2009.

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

REQUIRED! Report your store's sales of A COOK'S JOURNEY for October 2008 - January 2009

QTY SOLD _____

- ___ Display A COOK'S JOURNEY 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 A COOK'S JOURNEY 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 A COOK'S JOURNEY 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 A COOK'S JOURNEY to local reading groups or book clubs. DOCUMENT 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 A COOK'S JOURNEY to Susan Walker at the 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 January 30, 2009, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of A COOK'S JOURNEY for the period of October 2008 through January 2009.

- ___ **\$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 A COOK'S JOURNEY... 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 OCTOBER \$25 GROUP DISPLAY REBATE ONLY: do a GROUP display of the OCTOBER MIDWEST CONNECTIONS PICKS titles. A COOK'S JOURNEY is one of the Midwest Connections books launched in October.

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.