



## A MIDWEST CONNECTIONS PICK beginning in February!

### **LITTLE KLEIN**

by  
**Anne Ylvisaker**



Meet “**Little Klein**” and this wonderful new novel about him, which the Midwest Booksellers Association and Wisconsin Historical Society Press are promoting as a Spring 2008 *MIDWEST CONNECTIONS PICK* starting in February. This story of a boy and his dog is available in hardcover now and ready to sell in your stores. If you liked our 2007 Midwest Connections Picks *The Linden Tree*, *Little Heathens*, and *In Search of Mockingbird*, you’re going to love **LITTLE KLEIN!**

"I loved LITTLE KLEIN! This book is a wonderful combination of nostalgia for childhood's seemingly limitless freedom and the dreams of every littlest brother to be the hero. This short novel makes a terrific kids' book club pick and classroom read-aloud."

-- Ellen Scott, *The Bookworm*, Omaha, NE

Born Harold Sylvester George Klein, Little Klein can't seem to measure up to the "Bigs." His older brothers are a boisterous gang held together by the bustling, bighearted Mother Klein. Try as he might to stand tall and be heard above the din, Harold often feels little and left out -- until one day when a stray dog named LeRoy answers his whistle and the two become inseparable, with LeRoy's nose leading them from one adventure to the next. Join a cast of colorful characters in a rural river town circa 1949 where boys wrestle and fish, swipe pies, brave perilous waters on homemade rafts -- and sometimes quietly become heroes.

**Please do send your comments and reviews about LITTLE KLEIN to us. We're eager to share your endorsements with your fellow MBA booksellers and with your customers!**

More details about our Midwest Connections promotion for **LITTLE KLEIN** are available in the "members area" of the MBA website - including a full-color sign/flyer PDF file, and a black and white print ad PDF file, a reading group discussion guide, author biography, author Q&A, activities ideas, and more.

**LITTLE KLEIN**  
by Anne Ylvisaker  
Candlewick Press

To request a reading copy of LITTLE KLEIN, please contact Laura Feczko at [laura.feczko@candlewick.com](mailto:laura.feczko@candlewick.com) or 617-588-4445.

<http://website.candlewick.com/cat.asp?browse=Title&mode=book&isbn=0763633593&pix=n>.

ISBN-13: 978-0-7636-3359-2; ISBN-10: 0-7636-3359-3

\$15.99 Hardcover; Middle-grade novel

Also by Anne Ylvisaker: *DEAR PAPA*, Candlewick Press, ISBN-10: 0-7636-3402-6, ISBN-13: 978-0-7636-3402-5  
\$5.99 Paperback, Middle grade novel

Order through Abraham Associates (contact them at: [info@abrahamassociatesinc.com](mailto:info@abrahamassociatesinc.com) or 800-701-2489) or from wholesalers. Questions about publisher coop for LITTLE KLEIN? Please contact Abraham Associates for assistance.

**MIDWEST CONNECTIONS** marketing information on the next page...



# Sell More Books with MBA's



## REGIONAL MARKETING PROGRAM

Featuring

### **LITTLE KLEIN**

by  
**Anne Ylvisaker**

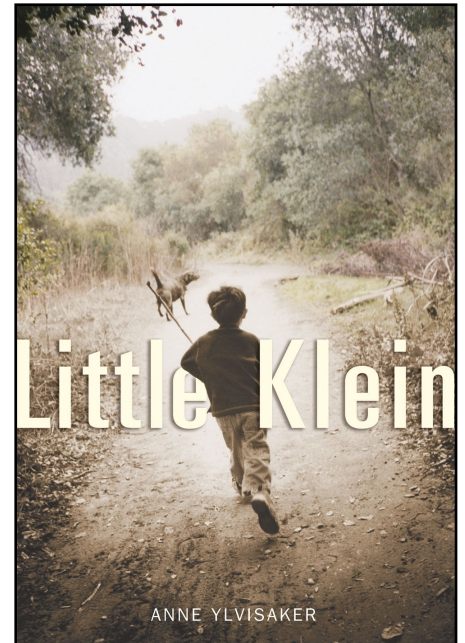
"Big things really do come in 'Little' packages. An entertaining, affectionate and heartwarming read, **LITTLE KLEIN** proves there are few bonds stronger than those forged between an impressionable young boy and his closest friend."

-- Teri Wood TeBockhorst, East Village Books, Des Moines, IA

Anne Ylvisaker grew up in St. Paul, Minnesota and now lives in Cedar Rapids, Iowa, with her family. She is also the author of **DEAR PAPA**, named one of the Top Ten First Novels for Youth of 2002 by *Booklist*. She received the 2005 McKnight Artist Fellowship for Writers Loft Award in Children's Literature for **LITTLE KLEIN**.

If you'd like to find out more about possible events with author Anne Ylvisaker, who lives in Cedar Rapids, Iowa, please contact Laura Feczko, Manager of Marketing, Publicity, and Events at Candlewick Press, at [laura.feczko@candlewick.com](mailto:laura.feczko@candlewick.com) or 617-588-4445.

"Ylvisaker captures the feeling of summer and boyhood and dog with such ease that you'll find yourself smelling the dirt road and itching to run through the meadow." - *Children's Literature Network*



### MIDWEST CONNECTIONS Marketing Plans for **LITTLE KLEIN**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author events based on author's availability.
- All store 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 **LITTLE KLEIN** available from Candlewick Press and MBA.
- Marketing and rebate form on the book available as a PDF file on the MBA website
- Full-color sign/flyer, reading group guide, author bio, author Q&A, and activity ideas available as PDF files to print out and use in your store
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- FREE Midwest Connections Picks book stickers – request a roll from the MBA office
- Midwest Connections shelf-talkers, signs, and bookmarks to download and print 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 **LITTLE KLEIN!**

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

## HERE'S HOW -

In order to be eligible for rebates, your store must promote *LITTLE KLEIN* in at least three ways between February 15 and May 15, 2008. The list of promotion ideas and possibilities 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 *LITTLE KLEIN*.

**YOU ALSO MUST REPORT YOUR SALES OF *LITTLE KLEIN* to MBA for the 3 month period of February 15 - May 15, 2008.**

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 May 31, 2008.



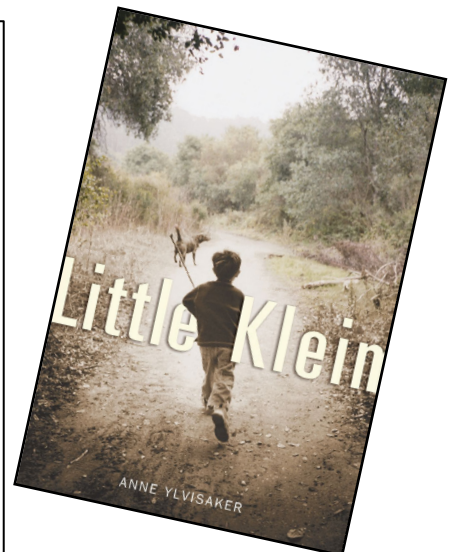
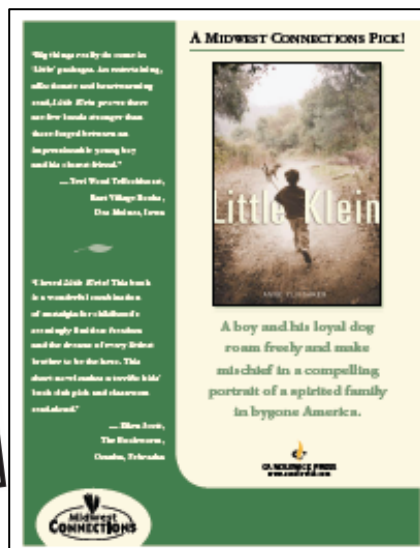
This shelf-talker, plus bookmarks and signs, are available as ready-to-use PDF files at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the Members Area **MIDWEST CONNECTIONS** page and click on **LITTLE KLEIN**. Shelf-talker (left) shown here at 70% of actual size.

**FREE** **MIDWEST CONNECTIONS PICK** stickers are available from the MBA office. Please contact us to request a roll.

Full-color PDF files of a sign/flyer, reading group guide, author bio, author Q&A, and activities ideas are available now. You can download these high resolution files from the MBA website. Print them out on a color printer or take them to your local copy shop for printing.

A B&W print ad to which you can add your own store info is available now as a PDF file at the MBA website.

JPG files of the book cover photo and the author's photo also are available. Go to the 2008 Members Area **MIDWEST CONNECTIONS** page and Click on **LITTLE KLEIN** to get to the web page for this book.



## LITTLE KLEIN by Anne Ylvisaker [Candlewick Press]

### Rebate Request Form -- Deadline May 31, 2008

In order to be eligible for rebates, your store must promote *LITTLE KLEIN* in at least three of the following ways between February 15 and May 15, 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 May 31, 2008.

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

**REQUIRED!** Report your sales of *LITTLE KLEIN* for February 15 - May 15, 2008. QTY SOLD \_\_\_\_\_

- \_\_\_ Display *LITTLE KLEIN* 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 *LITTLE KLEIN* 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 *LITTLE KLEIN* on your local radio station. DOCUMENT TO MBA.
- \_\_\_ Host an event or informal stock signing at your store with the authors. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- \_\_\_ Promote *LITTLE KLEIN* 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 *LITTLE KLEIN* 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 May 31, 2008, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *LITTLE KLEIN* for the period of February 15 through May 15, 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 *LITTLE KLEIN* 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 \$25 rebate ONLY:** do a **GROUP** display of the FEBRUARY MIDWEST CONNECTIONS PICKS titles. *LITTLE KLEIN* is one of 2 Midwest Connections books launched in FEBRUARY.

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