

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

Featuring

IN SEARCH OF MOCKINGBIRD

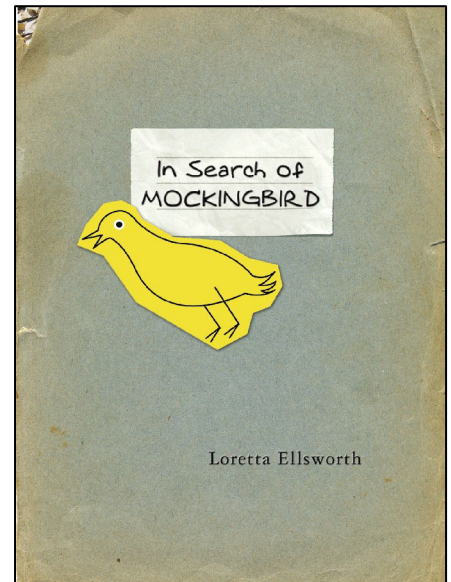
Loretta Ellsworth

Henry Holt and Company / Holtzbrinck

“Erin's bus journey of self-discovery rolls through miles of America's Heartland and down her own emotional road as she searches for connection with her long-dead mother, her family, and herself. A familiar theme, but this little book's quiet freshness, humor, and affection for Erin and her bus companions make it special and memorable. A great book club choice for thoughtful young readers and aspiring young writers.” -- *Ellen Scott, The Bookworm, Omaha, NE*

Sometimes the things that need to be discovered aren't so easily found at home. Erin is certain that this is true in her case. A book is all that connects Erin to her mother, who died when she was a baby. But how much can Erin really learn about her mother from a tattered copy of *To Kill a Mockingbird*? On the eve of her sixteenth birthday, Erin decides it's finally time to find out. And so begins her bus journey from Minnesota to Alabama in search of Harper Lee, the reclusive author of *Mockingbird*.

In a novel full of quirky characters, strange coincidences, and on-the-road adventures, Loretta Ellsworth deftly traces a unique voyage of self-discovery.



MIDWEST CONNECTIONS Marketing Plans for *IN SEARCH OF MOCKINGBIRD*

- **\$50 in rebates for stores which actively promote this book!**
- **MBA bookseller recommendation quotes used in other marketing materials**
- **Midwest regional author events with formal events in MBA bookstores**
- **Author events listed on the MBA Bookstore Events website**
- **Author signing stock for MBA bookstores at the MBA office**
(Stores required to place signed copy orders through Holtzbrinck in advance)
- **Banner ads on the MBA website**
- **Reading copies available to MBA booksellers**

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 **IN SEARCH OF MOCKINGBIRD**
and author Loretta Ellsworth!

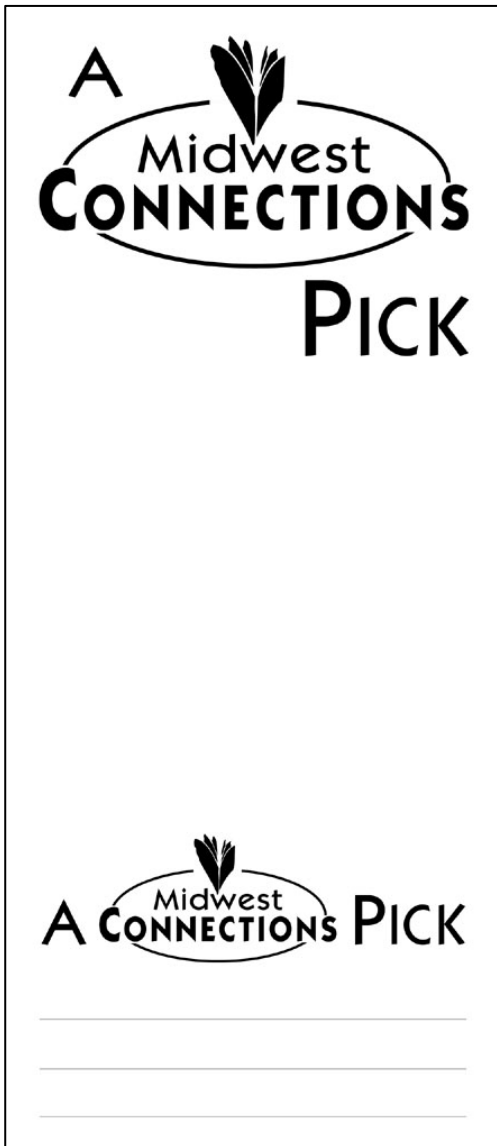
Your store can earn promotional rebates worth \$50 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *IN SEARCH OF MOCKINGBIRD* in at least three ways between April 1, 2007, and July 31, 2007. The list of possible promotions is on the checklist on the back of this 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 *IN SEARCH OF MOCKINGBIRD*. YOU ALSO MUST REPORT YOUR SALES OF *IN SEARCH OF MOCKINGBIRD* to MBA.

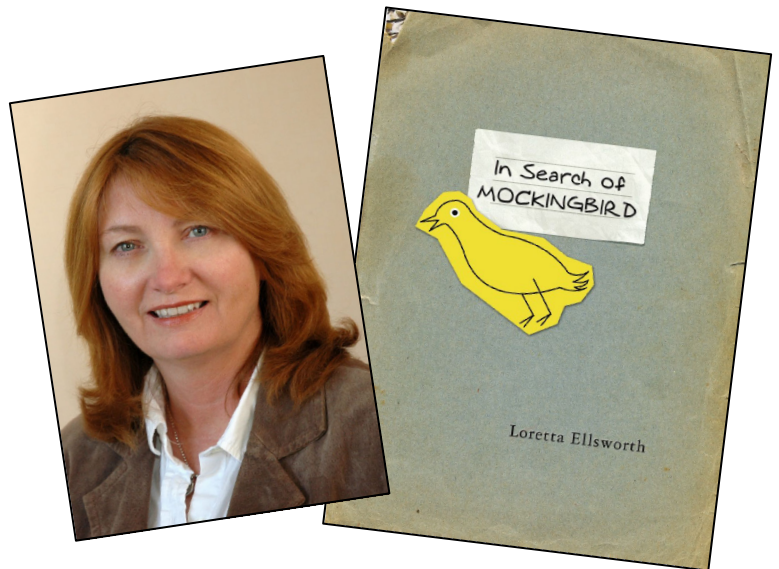
Use the checklist and rebate form on the next page to help verify your promotions. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by August 10, 2007.



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 [IN SEARCH OF MOCKINGBIRD by Loretta Ellsworth](#)

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

JPG files of the book cover and author photo are available at www.midwestbooksellers.org. Go to the Members Area MIDWEST CONNECTIONS page and click on [IN SEARCH OF MOCKINGBIRD by Loretta Ellsworth](#)



IN SEARCH OF MOCKINGBIRD by Loretta Ellsworth (Henry Holt / Holtzbrinck)
Rebate Request Form
Deadline August 10, 2007

In order to be eligible for rebates for promoting **IN SEARCH OF MOCKINGBIRD**, your store must promote this book in at least three of the following ways between April 1, 2007, and July 31, 2007. **YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES IN ORDER 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 the MBA office, 3407 West 44th Street, Minneapolis, MN 55410 by August 10, 2007.

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

REQUIRED! Report your store's sales of *IN SEARCH OF MOCKINGBIRD* for the months of April 2007 through July 2007.

- ___ Display *IN SEARCH OF MOCKINGBIRD* 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.
- ___ Feature, review, and/or advertise *IN SEARCH OF MOCKINGBIRD* 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 *IN SEARCH OF MOCKINGBIRD* on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with author Loretta Ellsworth. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote *IN SEARCH OF MOCKINGBIRD* 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 *IN SEARCH OF MOCKINGBIRD* to Susan Walker at MBA [UMBAoffice@aol.com]. Also send to Henry Holt: to Maggie Richards [maggie.richards@hholt.com] and Sean Harrigan [sean.harrigan@hholt.com]
- ___ 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 **August 10** in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of *IN SEARCH OF MOCKINGBIRD* for the months of April through July 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 *IN SEARCH OF MOCKINGBIRD* 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.

THANK YOU FOR PARTICIPATING IN OUR MIDWEST CONNECTIONS REGIONAL MARKETING PROGRAM!