

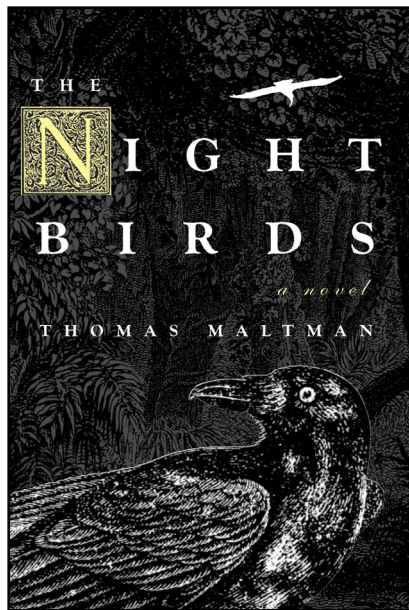


A MIDWEST CONNECTIONS PICK for August!

THE NIGHT BIRDS

A Novel

by Thomas Maltman



THE NIGHT BIRDS by Thomas Maltman is being promoted by the Midwest Booksellers Association and Soho Press as a *MIDWEST CONNECTIONS PICK* for August. It is also a Book Sense Pick for August.

Tom Maltman's exquisite language provides the perfect contrast to his earthy plot. Set amid the social and political turmoil of the late 1800s, THE NIGHT BIRDS centers on the family of fourteen-year-old Asa, whose entire life has been built upon a secret. Maltman weaves history and lore smoothly into his story line while addressing provocative issues such as survival vs. justice.

-- Bev Denor, LaDeDa books & beans, Manitowoc, WI

THE NIGHT BIRDS is the intertwining story of two generations of the Senger family, German immigrants who fled sectarian violence in Missouri to settle in the Great Plains of Minnesota. The story begins in 1876 when young Asa Senger's world is altered by the return of his Aunt Hazel, long thought dead, after she is released from a mental institution. She comes bearing the secrets of a past that everyone else wants to forget. Through her stories, Asa learns the truth about his family and himself.

THOMAS MALTMAN'S essays, poetry, and fiction have recently been published in *Georgetown Review*, *Great River Review*, and *Main Channel Voices*, among other journals. He has a BA from Eastern Washington University and an MFA from Minnesota State University, Mankato and currently teaches creative writing and literature at Silver Lake College in Manitowoc, Wisconsin.

Tom Maltman will be appearing at area bookstores during the late summer and fall, and he will participate in the MBA Trade Show Authors Lunch in October. Check the [MBA Bookstore Events website](#) or [contact MBA](#) for more details.

More author information is available on Tom's website: www.thomasmaltman.com

Send your comments and reviews about **THE NIGHT BIRDS** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers.

THE NIGHT BIRDS by Thomas Maltman

[Soho Press](#) / Consortium
Fiction

Hardcover, \$24.00

ISBN-13 978-1-56947-462-4

order from Consortium or wholesalers



MIDWEST CONNECTIONS marketing information on the next page...

Photo by Turba Photography

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

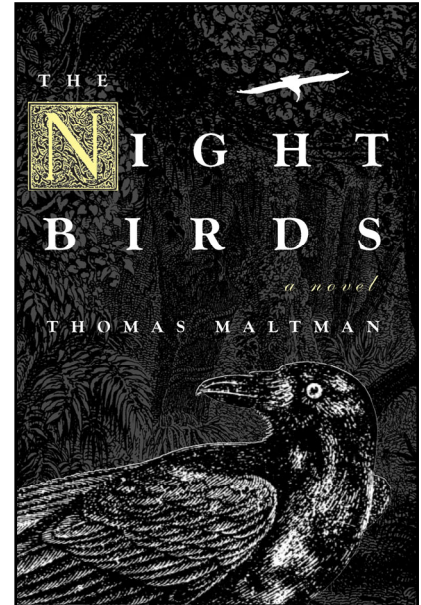
Featuring

THE NIGHT BIRDS

A Novel

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Soho Press



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"In THE NIGHT BIRDS, 14 year old Asa and his siblings try to survive life on the Great Plains. Like many settlers, Asa's family are both friends and enemies of the Dakota people they're displacing. Your heart will race, your spirit soar then plummet in this tightly written tale about loss, love, and loyalties." -- Keri Holmes, The Kaleidoscope, Hampton, IA

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MIDWEST CONNECTIONS Marketing Plans for **THE NIGHT BIRDS**

- \$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
- Book advertised in the MBA Catalog, Fall 2007
- Reading copies of *THE NIGHT BIRDS* available from Soho Press and MBA.
- Sell sheet on the book available as a PDF file 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 **THE NIGHT BIRDS** and author Thomas Maltman!

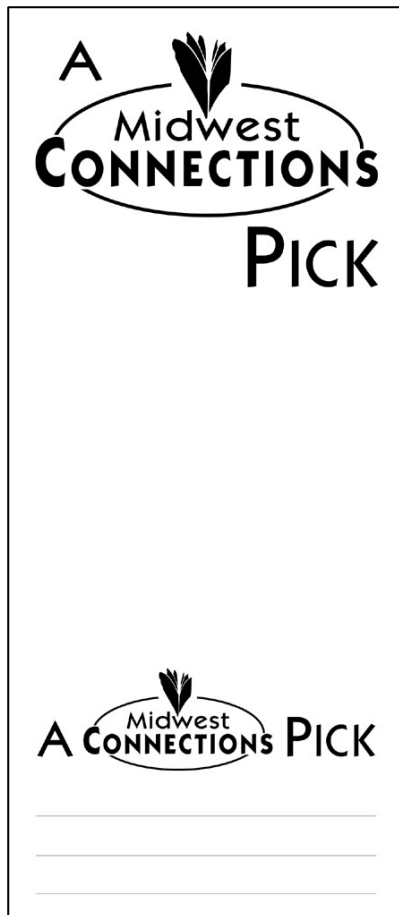
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *THE NIGHT BIRDS* in at least three ways between August 1, 2007, and December 31, 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 *THE NIGHT BIRDS*. YOU ALSO MUST REPORT YOUR SALES OF *THE NIGHT BIRDS* 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 January 10, 2008.



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 THE NIGHT BIRDS by Thomas Maltman

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 PDF files at the MBA website www.midwestbooksellers.org. JPG files of the book cover and author photo also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on THE NIGHT BIRDS by Thomas Maltman



***THE NIGHT BIRDS* by Thomas Maltman [Soho Press]**

Rebate Request Form

Deadline January 10, 2008

In order to be eligible for rebates for promoting *THE NIGHT BIRDS*, your store must promote this book in at least three of the following ways between August 1, 2007, and December 31, 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 **January 10, 2008.**

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

REQUIRED! Report your store's sales of *THE NIGHT BIRDS* for August through December 2007.

- ___ Display *THE NIGHT BIRDS* 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 *THE NIGHT BIRDS* 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 *THE NIGHT BIRDS* on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with author Thomas Maltman. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote *THE NIGHT BIRDS* 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 *THE NIGHT BIRDS* 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 **January 10, 2008**, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of *THE NIGHT BIRDS* for the months of August through December 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 *THE NIGHT BIRDS* 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 *THE NIGHT BIRDS* in your local newspaper or similar publication, including a photo of the book cover.