

THE PLAIN SENSE OF THINGS by Pamela Carter Joern (University of Nebraska Press)
Rebate Request Form -- Deadline January 15, 2009

To be eligible for rebates for promoting THE PLAIN SENSE OF THINGS, your store must promote this book in at least three of the following ways between September 1, 2008, and January 15, 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 15, 2009.

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

REQUIRED! Report your store's sales of *THE PLAIN SENSE OF THINGS* for September - December 2008

QTY SOLD _____

- ___ Display **THE PLAIN SENSE OF THINGS** 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 **THE PLAIN SENSE OF THINGS** 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 PLAIN SENSE OF THINGS** 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 **THE PLAIN SENSE OF THINGS** 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 **THE PLAIN SENSE OF THINGS** 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 15, 2009, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of THE PLAIN SENSE OF THINGS for the period of September through December 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 **THE PLAIN SENSE OF THINGS...** 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 SEPTEMBER \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of the SEPTEMBER MIDWEST CONNECTIONS PICKS titles. **THE PLAIN SENSE OF THINGS** is one of the Midwest Connections books launched in September.

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.