

RED SKY IN MORNING by Patrick Culhane (William Morrow/HarperCollins)
Rebate Request Form -- Deadline November 15, 2008

To be eligible for rebates for promoting RED SKY IN MORNING, your store must promote this book in at least three of the following ways between August 1, 2008, and November 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 44th Street, Minneapolis, MN 55410 by November 15, 2008.

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

REQUIRED! Report your store's sales of *RED SKY IN MORNING* for August - October 2008 **QTY SOLD** _____

- ___ Display **RED SKY IN MORNING** 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 **RED SKY IN MORNING** 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 **RED SKY IN MORNING...** 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 **RED SKY IN MORNING** 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 **RED SKY IN MORNING** 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 **November 15, 2008**, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **RED SKY IN MORNING** for the period of August through October 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 **RED SKY IN MORNING...** 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 AUGUST \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of the **AUGUST MIDWEST CONNECTIONS PICKS** titles. **RED SKY IN MORNING** is one of the Midwest Connections books launched in August.

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.