

SO LONG AT THE FAIR by Christina Schwarz (Doubleday/Random House)
Rebate Request Form -- Deadline October 15, 2008

To be eligible for rebates for promoting SO LONG AT THE FAIR, your store must promote this book in at least three of the following ways between July 1, 2008 and September 30, 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 October 15, 2008.

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

REQUIRED! Report your store's sales of *SO LONG AT THE FAIR* for July - September 2008 **QTY SOLD** _____

___ Display *SO LONG AT THE FAIR* 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 *SO LONG AT THE FAIR* 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 *SO LONG AT THE FAIR*... 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 *SO LONG AT THE FAIR* 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 *SO LONG AT THE FAIR* 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 October 15, 2008, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *SO LONG AT THE FAIR* for the period of July through September 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 *SO LONG AT THE FAIR*... 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 JULY \$25 GROUP DISPLAY REBATE ONLY:** do a GROUP display of the JULY MIDWEST CONNECTIONS PICKS titles. *SO LONG AT THE FAIR* is one of 3 Midwest Connections books launched in July.

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.