

**SUN GOING DOWN By Jack Todd (Touchstone / S&S)**  
**Rebate Request Form -- Deadline August 15, 2008**

To be eligible for rebates for promoting SUN GOING DOWN, your store must promote this book in at least three of the following ways between May 1, 2008 and July 31, 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 44<sup>th</sup> Street, Minneapolis, MN 55410 by August 15, 2008.

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

**REQUIRED!** Report your store's sales of *SUN GOING DOWN* for May - July 2008 **QTY SOLD** \_\_\_\_\_

- \_\_\_ Display **SUN GOING DOWN** 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 **SUN GOING DOWN** 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 **SUN GOING DOWN...** 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 **SUN GOING DOWN...** to local reading groups or book clubs. **DOCUMENT READING GROUP 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 **SUN GOING DOWN** 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 can earn the following cash rebates from MBA. In all cases, you **MUST** provide appropriate documentation by **August 15, 2008**, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **SUN GOING DOWN** for the months of May through July 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 **SUN GOING DOWN...** 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 MAY \$25 GROUP DISPLAY ONLY:** do a **GROUP** display of the **MAY MIDWEST CONNECTIONS PICKS** titles. **SUN GOING DOWN** is one of 4 Midwest Connections books launched in May.

**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.**