

UTTERLY OTTERLY DAY by Mary Casanova (Simon & Schuster)
Rebate Request Form -- Deadline January 15, 2009

To be eligible for rebates for promoting UTTERLY OTTERLY DAY, 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.

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

REQUIRED! Report your store's sales of **UTTERLY OTTERLY DAY** for September - December 2008
SOLD _____

QTY

- ___ Display **UTTERLY OTTERLY DAY** 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 **UTTERLY OTTERLY DAY** 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 **UTTERLY OTTERLY DAY** 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 **UTTERLY OTTERLY DAY** 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 **UTTERLY OTTERLY DAY** 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 **UTTERLY OTTERLY DAY** 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 **UTTERLY OTTERLY DAY...** 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 FALL CHILDREN'S MC PICKS \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of the 4 FALL 2008 MIDWEST CONNECTIONS PICKS titles. **UTTERLY OTTERLY DAY** is one of the 4 children's Midwest Connections books launched in September.

PLEASE NOTE! YOU MAY CLAIM ONLY ONE GROUP DISPLAY REBATE FOR THE 4 FALL 2008 CHILDREN'S BOOKS. YOU MAY NOT USE THE SAME GROUP DISPLAY TO CLAIM SEPARATE REBATES FOR EACH OF THE INDIVIDUAL TITLES INCLUDED IN THAT GROUP.