

THE DRAGONFLY SECRET, Clea & John Adams / THE DRAGONFLY DOOR, John Adams
(Feather Rock Books - available from B&T, Ingram, Partners)
Rebate Request Form -- Deadline June 15, 2009

To be eligible for rebates for promoting THE DRAGONFLY SECRET and THE DRAGONFLY DOOR, your store must promote these books in at least three of the following ways between March 1 and May 31, 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 June 15, 2009.

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

REQUIRED! Report your sales of *THE DRAGONFLY SECRET* and *THE DRAGONFLY DOOR* for March-May 2009 **QTY SOLD** _____

____ Display **THE DRAGONFLY SECRET** and **THE DRAGONFLY DOOR** on their 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 these two books 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 these books 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 DRAGONFLY SECRET/THE DRAGONFLY DOOR** in your store's newsletter or E-newsletter, including photos of the book covers. **SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.**

____ Feature, review and/or advertise these books on your store's website, including photos of the book covers. **PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.**

____ Review, discuss or advertise these two books on your local radio or TV station. **DOCUMENT TO MBA.**

____ Host an event, informal stock signing, or phone conference at your store with the authors. **SEND MBA DETAILS OF YOUR EVENT.**

____ Promote **THE DRAGONFLY SECRET/THE DRAGONFLY DOOR** to local reading groups or book clubs. **DOCUMENT USE TO MBA.**

____ Hand-sell these books in your store as "staff picks" or recommended titles. **DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."**

____ Send your bookseller recommendation or review of **THE DRAGONFLY SECRET/THE DRAGONFLY DOOR** 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 June 15, 2009, in order to receive your store's rebates. REQUIRED! You MUST report your store's sales of THE DRAGONFLY SECRET/THE DRAGONFLY DOOR for the period of March through May 2009.

____ **\$25 rebate:** feature, review, or advertise these books in your store newsletter or E-newsletter or on your store's website, including photos of the book covers.

____ **\$25 rebate:** run a print ad on **THE DRAGONFLY SECRET/THE DRAGONFLY DOOR** 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 THESE BOOKS ON THEIR OWN** in a table, window, or wall display, with at least 3 copies of each book. **OR**

____ **ONE SPRING 2009 CHILDREN'S BOOKS \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of Spring 2009 MIDWEST CONNECTIONS PICKS children's titles. **THE DRAGONFLY SECRET** and **THE DRAGONFLY DOOR** are two of the Midwest Connections children's books launched in Spring 2009. **PLEASE NOTE! YOU MAY CLAIM ONLY ONE GROUP DISPLAY REBATE PER SEASON FOR 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.**