

**THE ROSE VARIATIONS by Marisha Chamberlain (Soho Press, distr. Consortium)
Rebate Request Form -- Deadline May 15, 2009**

To be eligible for rebates for promoting THE ROSE VARIATIONS, your store must promote this book in at least three of the following ways between February 1 and April 30, 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 May 15, 2009.

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

REQUIRED! Report your store's sales of *THE ROSE VARIATIONS* for February-April 2009 **QTY SOLD** _____

- ___ Display **THE ROSE VARIATIONS** 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 on its own or 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 **THE ROSE VARIATIONS** 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 **THE ROSE VARIATIONS** 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 **THE ROSE VARIATIONS** 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 **THE ROSE VARIATIONS** 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 **May 15, 2009**, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **THE ROSE VARIATIONS** for the period of February through April 2009.

- ___ **\$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 **THE ROSE VARIATIONS...** 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 FEBRUARY \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of **MIDWEST CONNECTIONS PICKS** titles. **THE ROSE VARIATIONS** is one of the Midwest Connections books launched in February 2009.

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.