

LAURA RIDER'S MASTERPIECE by Jane Hamilton (Little,Brown/Hachette)
Rebate Request Form -- Deadline July 15, 2009

To be eligible for rebates for promoting LAURA RIDER'S MASTERPIECE, your store must promote this book in at least three of the following ways between April 1 and June 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 July 15, 2009.

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

REQUIRED! Report your store's sales of LAURA RIDER'S MASTERPIECE for April 1-June 30, 2009 QTY SOLD ____

You can earn the following cash rebates from MBA. In all cases, you MUST provide appropriate documentation by July 15, 2009, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of LAURA RIDER'S MASTERPIECE for the period of April 1-June 30, 2009. Contact MBA if you have questions.

- ___ \$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 LAURA RIDER'S MASTERPIECE in your local newspaper or similar publication, including photo of book. **OR** get this rebate for running a radio ad or reviewing/discussing the book on the radio.
- ___ \$25 rebate: **NEW!!** Use LAURA RIDER'S MASTERPIECE with your store-sponsored and/or local book clubs.
- ___ \$25 rebate: **DISPLAY THIS ONE BOOK ON ITS OWN** in a table, window, or wall display, with at least 3 copies.
OR
- ___ **ONE APRIL LAUNCH \$25 GROUP DISPLAY REBATE ONLY:** do a GROUP display of MIDWEST CONNECTIONS PICKS titles. LAURA RIDER'S MASTERPIECE is one of the Midwest Connections Picks books launched in APRIL 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.

HERE ARE MANY GOOD WAYS TO PROMOTE AND ADVERTISE THIS MIDWEST CONNECTIONS PICK. MBA needs your details to share them with the publisher and to document our Midwest Connections program. Thank you!

- ___ Display LAURA RIDER'S MASTERPIECE 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 FOR REBATE.
- ___ 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 FOR REBATE.
- ___ Advertise this book in a local publication in your community using the print ad format available from The MBA website, if you wish. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA FOR REBATE.
- ___ Feature, review, and/or advertise LAURA RIDER'S MASTERPIECE in your store's newsletter or E-newsletter, including a photo of the book cover. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA FOR REBATE.
- ___ Feature, review and/or advertise this book on your store's website, including a photo of the book cover. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA FOR REBATE.
- ___ Review or advertise LAURA RIDER'S MASTERPIECE on a local radio/TV station. DOCUMENT TO MBA FOR REBATE.
- ___ Use LAURA RIDER'S MASTERPIECE with store/local book clubs. DOCUMENT BOOK CLUB USE TO MBA FOR REBATE.
- ___ Host an event, informal stock signing, or phone conference at your store with the author of this book. SEND MBA DETAILS OF YOUR EVENT.
- ___ 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 LAURA RIDER'S MASTERPIECE to Susan Walker at the MBA office. [UMBAAoffice@aol.com]. MBA will share your recommendation with the publisher.
- ___ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.