

**BEYOND WALDEN by Robert M. Thorson (Walker & Company/Macmillan)**  
**Rebate Request Form -- Deadline August 15, 2009**

To be eligible for rebates for promoting BEYOND WALDEN, your store must promote this book in at least three of the following ways between May 1 and July 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 44<sup>th</sup> Street, Minneapolis, MN 55410 by August 15, 2009.

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

**REQUIRED!** Report your store's sales of *BEYOND WALDEN* for May 1-July 31, 2009 **QTY SOLD** \_\_\_\_\_

You can earn the following cash rebates from MBA. In all cases, you **MUST** provide appropriate documentation by August 15, 2009, in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of BEYOND WALDEN for the period of May 1-July 31, 2009. Contact MBA if you have questions about rebates.

- \_\_\_ \$25 rebate: feature, review, or advertise BEYOND WALDEN 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 BEYOND WALDEN in your local newspaper or similar publication, including a photo of the book cover. **OR** get this rebate for running a radio ad or reviewing/discussing the book on the radio.
- \_\_\_ \$25 rebate: **NEW!!** Recommend, promote, and discuss BEYOND WALDEN 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 MAY LAUNCH \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of **MIDWEST CONNECTIONS PICKS** titles. BEYOND WALDEN is one of the Midwest Connections Picks books launched in MAY 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 BEYOND WALDEN 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 BEYOND WALDEN 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/discuss/advertise BEYOND WALDEN on a local radio/TV station. DOCUMENT TO MBA FOR REBATE.
- \_\_\_ Recommend, promote, and discuss BEYOND WALDEN with store/local book clubs. DOCUMENT BOOK CLUB USE TO MBA FOR REBATE.
- \_\_\_ Host an event at your store that features 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 BEYOND WALDEN to Susan Walker at the MBA office. [ [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org) ]. MBA will share your recommendation with the publisher.
- \_\_\_ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.