

**2009 Midwest Connections PAPERBACK Picks Promotion - list of titles on page 2**  
**Rebate Request Form -- Deadline October 31, 2009**

To be eligible for rebates for this special Midwest Connections PAPERBACK Picks promotion, your store must promote some or all of the 12 featured paperbacks between July 15 and October 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 44<sup>th</sup> Street, Minneapolis, MN 55410 by October 31, 2009.

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

**REQUIRED! Report your store's sales of the featured PAPERBACKS for July 15-October 15, 2009**  
**PLEASE ATTACH A SEPARATE SALES REPORT.**

You can earn the following cash rebates from MBA. In all cases, you MUST provide appropriate documentation by October 31, 2009, to receive your store's rebates. REQUIRED! You MUST report your store's sales of the featured paperbacks for July 15-October 15, 2009. Contact MBA if you have questions about rebates.

- \_\_\_ \$25 rebate: feature, review, or advertise at least 6 of the featured paperbacks 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 2 or more of the featured paperbacks in your local newspaper or similar publication, including photos of the book covers. **OR** get this rebate for running a radio ad or reviewing or discussing the books on the radio. **OR** run a banner ad on a local media website that serves your community.
- \_\_\_ \$25 rebate: **NEW!!** Recommend, promote, and discuss at least 6 of the featured paperbacks with your store-sponsored and/or local book clubs.
- \_\_\_ \$25 rebate: DISPLAY AT LEAST 6 OF THE FEATURED PAPERBACKS in a group table, window, or wall display, with at least 3 copies of each title.

---

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

- \_\_\_ Display **these paperbacks** 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 **these paperbacks** 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 **these paperbacks** in your store's newsletter or E-newsletter, including photos of the book covers. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA FOR REBATE.
- \_\_\_ Feature, review and/or advertise **these paperbacks** on your store's website, including photos of the book covers. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA FOR REBATE.
- \_\_\_ Review/discuss/advertise **these paperbacks** on a local radio/TV station. DOCUMENT FOR REBATE.
- \_\_\_ Recommend, promote, and discuss **these paperbacks** with store/local book clubs. DOCUMENT BOOK CLUB USE TO MBA FOR REBATE.
- \_\_\_ Host an event at your store that features **these paperbacks**. SEND MBA DETAILS OF YOUR EVENT.
- \_\_\_ Hand-sell **these paperbacks** in your store as "staff picks" or recommended titles. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- \_\_\_ Send your bookseller recommendations or reviews of **these paperbacks** to Susan Walker at the MBA office. [ [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org) ]. MBA will share your recommendations with the publisher.
- \_\_\_ OTHER promotions of **these paperbacks**?- PLEASE DESCRIBE AND DOCUMENT TO MBA.

**2009 Midwest Connections PAPERBACK Picks Promotion - list of titles**  
**Rebate Request Form -- Deadline October 31, 2009**

**STALKING SUSAN**

**by Julie Kramer**

Anchor / Random House

\$7.99 Paperback

ISBN-13: 978-0-307-38851-3

***Award-winning mystery/suspense fiction set in Minneapolis-St. Paul.***

**A PRAYER FOR THE DYING**

**10<sup>th</sup> Anniversary Edition**

**by Stewart O'Nan**

Picador USA / Macmillan

ISBN 13: 978-0-312-42891-4

\$14.00 Trade Paperback

***Historical fiction set in a small town in Wisconsin, mid-1800s.***

**THE MOONFLOWER VINE**

**by Jetta Carleton**

Harper Perennial / HarperCollins Publishers

ISBN 978-0-06-167323-8

\$14.99 Trade Paperback

***A rediscovered classic and timeless bestselling novel of family relationships, originally published in 1963. Set on a farm in western Missouri.***

**RED KNIFE**

**A Cork O'Connor Mystery**

**by William Kent Krueger**

Atria Books / Simon & Schuster

ISBN-13: 978-1-4165-5675-6

\$15.00 Trade Paperback

***Mystery and suspense fiction set on an Indian reservation in Minnesota.***

**DRIFTLESS**

**by David Rhodes**

Milkweed Editions / PGW

ISBN-13: 978-1-57131068-2

\$16.00 Paperback

***A major American writer has returned after a 30 year silence. Fiction set in rural Wisconsin.***

**SO LONG AT THE FAIR**

**by Christina Schwarz**

Anchor Books / Random House

ISBN-13: 9780307275493

\$15.00 Paperback

***Contemporary fiction set in and near Madison, Wisconsin.***

**RIVER OF HEAVEN**

**by Lee Martin**

Three Rivers Press / Random House

ISBN-13: 978-0-307-38125-5

\$14.00 Trade Paperback

***Contemporary fiction set in a small town in the Midwest.***

**SO BRAVE, YOUNG, AND HANDSOME**

**by Leif Enger**

Grove Press / Grove/Atlantic

ISBN-13: 978-0802144171

\$14.00 Trade Paperback

***Fiction set in the Midwest and West.***

***Available August 4***

**SUN GOING DOWN**

**by Jack Todd**

Touchstone / Simon & Schuster

ISBN-13: 978-1-4165-5049-5

\$16.00 Trade Paperback

***Historical fiction set in the Great Plains and Midwest.***

***Available in August***

**ABBEVILLE**

**by Jack Fuller**

Unbridled Books

ISBN-13: 978-1-932961-90-4

\$14.95 Trade Paperback

***Fiction set in a small farming community in Illinois.***

-----  
***Paperbacks for children:***

**JULIA GILLIAN (AND THE ART OF KNOWING)**

**by Alison McGhee**

Scholastic Paperbacks

ISBN-13: 978-0545033497

\$6.99 Trade Paperback

***The first book in the Julia Gillian series for middle grade readers. Read the second book, too***

**-- JULIA GILLIAN (AND THE QUEST FOR JOY)**

**SATURDAY NIGHT DIRT**

**A Motor Novel**

**by Will Weaver**

Square Fish

ISBN: 978-0-312-56131-4

\$7.99 Trade Paperback

***Young adult fiction about stock car racing, set in central Minnesota. Read the second book in the series, too -- SUPER STOCK ROOKIE***