

# 2009 MBA Catalog Rebate Request Form

**Deadline February 15, 2010 - Sorry, late requests not accepted!**

PLEASE NOTE! BECAUSE OUR STORES' MBA CATALOG TITLES SALES REPORTS ARE VITALLY IMPORTANT TO OUR SUCCESS IN GETTING PUBLISHERS TO ADVERTISE IN OUR CATALOG, YOUR SALES REPORT FOR NOVEMBER 2009 - JANUARY 2010 IS ALSO REQUIRED IF YOUR STORE WANTS REBATES. Please send in your report by February 15, 2010. Rebates will not be paid until MBA has your sales report. You can report your sales with a computer printout, a copy of the Inventory Checklist with sales figures recorded, a copy of the catalog itself with sales figures recorded, etc. If you need help with this, please give us a call.

STORE NAME \_\_\_\_\_ CONTACT \_\_\_\_\_  
POSTAL ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
E-MAIL \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

REBATES ARE BACK! To help defray the cost of our member stores' participation in the following 2009 MBA Catalog promotional opportunities, MBA is offering the rebates listed below.

WE RENTED A MAILING LIST

\$ \_\_\_\_\_ MAILING LIST REBATE REQUESTED (4 cents/name up to a maximum of \$100)

- Send proof of payment for mailing list and quantity of names rented

WE INSERTED THE MBA CATALOG IN OUR LOCAL NEWSPAPER

\$ \_\_\_\_\_ NEWSPAPER INSERT REBATE REQUESTED (4 cents/Catalog inserted up to a maximum of \$100)

- Send proof of quantity inserted and payment to newspaper

WE ADVERTISED THE MBA CATALOG IN OUR LOCAL NEWSPAPER, OR ON A LOCAL COMMUNITY WEBSITE, OR ON A LOCAL RADIO STATION [Only one rebate per store, please.]

\$ \_\_\_\_\_ NEWSPAPER AD, WEBSITE AD or RADIO AD REBATE REQUESTED (actual cost up to \$50 rebate)

- Send tear sheet of ad from newspaper, printed out proof of website ad, documentation of radio ad, plus copy of invoice showing payment for ad

WE TOOK DIGITAL PHOTOS OF OUR STORE'S MBA CATALOG DISPLAYS

\$ \_\_\_\_\_ DIGITAL CATALOG DISPLAY PHOTOS REBATE REQUESTED (\$20 rebate)

- Digital photos [JPG files] are required this year, please. Send to MBA via e-mail or on a CD
- Provide at least 5 USABLE photos of your store's MBA Catalog displays. "Usable" means photographs of your Catalog display with book titles clearly shown and with the 2009 MBA Catalog signs and/or shelf-talkers clearly visible. Photos that don't meet these criteria will not be accepted for a rebate.
- **YOU MUST USE OUR 2009 MBA CATALOG SIGNS AND/OR SHELF-TALKERS IN YOUR DISPLAYS IF YOU WANT A REBATE FOR YOUR PHOTOS.** You can get the PDF files of all 2009 MBA Catalog signs and shelf-talkers on the MBA website. They're *FREE* this year, too!

\$ \_\_\_\_\_ TOTAL REBATE REQUESTED

**IMPORTANT DEADLINE -FEBRUARY 15, 2010: YOU MUST SEND THIS FORM AND THE APPROPRIATE DOCUMENTATION, PLUS PHOTOS, IF APPLICABLE, ON OR BEFORE FEBRUARY 15, 2010, TO:**

Upper Midwest Book Marketing, c/o Midwest Booksellers Association

3407 West 44<sup>th</sup> St, Minneapolis, MN 55410

800/784-7522 or 612/926-5868 / Fax 612/926-6657, [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org)

**REMEMBER TO SEND IN YOUR SALES REPORT BY FEBRUARY 15, 2010, TOO - THANKS!**

Please keep copies of this Rebate Form and your documentation for your own records.