

The Three "OLDER BETSY-TACY BOOKS" by Maud Hart Lovelace (Harper Perennial)
Rebate Request Form -- Deadline January 15, 2010

To be eligible for rebates for promoting the three "OLDER BETSY-TACY BOOKS," your store must promote these books in at least three of the following ways from October through December 2009. YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES OF ALL THREE BOOKS 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 January 15, 2010.

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

REQUIRED! Report your sales of all 3 "OLDER BETSY-TACY BOOKS" for Oct. 1 - Dec. 31, 2009 QTY SOLD of each _____

You can earn the following cash rebates from MBA. In all cases, you MUST provide appropriate documentation by January 15, 2010, in order to receive rebates. **REQUIRED!** You MUST report your store's sales of all three "OLDER BETSY-TACY BOOKS" for Oct. 1 - Dec. 31, 2009. Contact MBA if you have questions about rebates.

- _____ \$25 rebate: feature, review, or advertise the 3 "OLDER BETSY-TACY BOOKS" in your store newsletter or E-newsletter or on your store's website, including photos of the book covers.
- _____ \$25 rebate: run a paid print ad on the 3 "OLDER BETSY-TACY BOOKS" in your newspaper/similar publication, showing photos of the books. **OR** run a paid radio ad or review/discuss the book on the radio. **OR** run a paid ad on a community website (such as your local newspaper's website.)
- _____ \$25 rebate: **NEW!!** Recommend, promote, and discuss the 3 "OLDER BETSY-TACY BOOKS" with your store-sponsored and/or local book clubs.
- _____ \$25 rebate: **DISPLAY THESE 3 BOOKS ON THEIR OWN** in a table, window, or wall display, at least 3 copies each.
OR
- _____ **ONE OCTOBER LAUNCH \$25 GROUP DISPLAY REBATE ONLY:** do a GROUP display of MIDWEST CONNECTIONS PICKS titles. The 3 "OLDER BETSY-TACY BOOKS" are 3 of the Midwest Connections Picks books launched in OCTOBER 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 THESE MIDWEST CONNECTIONS PICKS. MBA needs your details to share them with the publisher and to document our Midwest Connections program. Thank you!

- _____ Display the 3 "OLDER BETSY-TACY BOOKS" on their 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 these books 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 books in a local newspaper or similar publication **OR** on the radio **OR** on a local community website using the print ad format available from the MBA website, if you wish. SEND AN AD TEARSHEET, SCRIPT OR WEBSITE AD DOCUMENTATION TO MBA FOR REBATE.
- _____ Feature, review, and/or advertise the 3 "OLDER BETSY-TACY BOOKS" in your store's newsletter or E-newsletter, including photos of the books. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA FOR REBATE.
- _____ Feature, review and/or advertise these books on your store's website, including photos of the book covers. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA FOR REBATE.
- _____ Review/discuss the 3 "OLDER BETSY-TACY BOOKS" on local radio/TV. DOCUMENT TO MBA FOR REBATE.
- _____ Recommend, promote, and discuss the 3 "OLDER BETSY-TACY BOOKS" with store/local book clubs. DOCUMENT BOOK CLUB USE TO MBA FOR REBATE.
- _____ Host an event at your store that features these books. SEND MBA DETAILS OF YOUR EVENT.
- _____ Hand-sell these books in your store as "staff picks" or recommended titles. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- _____ Send your recommendation or review of the 3 "OLDER BETSY-TACY BOOKS" to Susan Walker at the MBA office. [susan@midwestbooksellers.org]. MBA will share your recommendation with the publisher.
- _____ OTHER promotion of these titles - PLEASE DESCRIBE AND DOCUMENT TO MBA.