

**HOLLOWING OUT THE MIDDLE by Patrick Carr & Maria Kefalas (Beacon Press/HMH)
Rebate Request Form -- Deadline January 15, 2010**

To be eligible for rebates for promoting HOLLOWING OUT THE MIDDLE, your store must promote this book in at least three of the following ways from October through December 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 January 15, 2010.

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

REQUIRED! Report your sales of *HOLLOWING OUT THE MIDDLE* for Oct. 1 - Dec. 31, 2009 **QTY SOLD** _____

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 HOLLOWING OUT THE MIDDLE for October 1 - December 31, 2009. Contact MBA if you have questions about rebates.

- ___ \$25 rebate: feature, review, or advertise HOLLOWING OUT THE MIDDLE in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- ___ \$25 rebate: run a paid print ad on HOLLOWING OUT THE MIDDLE in your newspaper/similar publication, showing a photo of the book. **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 HOLLOWING OUT THE MIDDLE 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 OCTOBER LAUNCH \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of MIDWEST CONNECTIONS PICKS titles. HOLLOWING OUT THE MIDDLE is one 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 THIS MIDWEST CONNECTIONS PICK. MBA needs your details to share them with the publisher and to document our Midwest Connections program. Thank you!

- ___ Display HOLLOWING OUT THE MIDDLE 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 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 HOLLOWING OUT THE MIDDLE in your store's newsletter or E-newsletter, including a photo of the book. 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 HOLLOWING OUT THE MIDDLE on local radio/TV. DOCUMENT TO MBA FOR REBATE.
- ___ Recommend, promote, and discuss HOLLOWING OUT THE MIDDLE 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 recommendation or review of HOLLOWING OUT THE MIDDLE to Susan Walker at the MBA office. [susan@midwestbooksellers.org]. MBA will share your recommendation with the publisher.
- ___ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.