

HAPPY by Alex Lemon (Scribner / S&S)
Rebate Request Form -- Deadline April 15, 2010

To be eligible for rebates for promoting HAPPY, your store must promote this book in at least three of the following ways from January 1 through March 31, 2010. **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 April 15, 2010.

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

REQUIRED! Report your sales of HAPPY for January 1 through March 31, 2010

QTY SOLD _____

You can earn the following cash rebates from MBA. In all cases, you **MUST** provide appropriate documentation by April 15, 2010, in order to receive rebates. **REQUIRED!** You **MUST** report your store's sales of HAPPY for January 1 - March 31, 2010. Contact MBA if you have questions about rebates.

- ___ \$25 rebate: feature, review, or advertise HAPPY 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 HAPPY 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 HAPPY 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 JANUARY LAUNCH \$25 GROUP DISPLAY REBATE ONLY:** do a **GROUP** display of **MIDWEST CONNECTIONS PICKS** titles. HAPPY is one of the Midwest Connections Picks books launched in JANUARY 2010.

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 HAPPY 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 HAPPY 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 HAPPY on a local radio/TV station. **DOCUMENT TO MBA FOR REBATE.**
- ___ Recommend, promote, and discuss HAPPY 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 HAPPY 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.**