

Midwest Connections Rebate Request Form

**THE CRYING TREE**

Naseem Rakha (Broadway / Random House)

- Promotion launch date July 1, 2010
- Promotion period From July 1 through September 30, 2010
- Rebate Request Deadline October 15, 2010

**Required! Report your sales for the entire promotion period** QTY SOLD \_\_\_\_\_

Store Name _____	Contact _____	
Address _____	Date _____	
City _____	State _____	Zip _____
Phone _____	Fax _____	E-mail _____

**Rebate Requirements:**

- Promote this title in one or more of the following four ways throughout the promotion period
- Document your promotion activities
- Report your sales for the entire promotion period
- Send documentation and sales report to MBA, 3407 West 44<sup>th</sup> Street, Minneapolis, MN 55410, by the Rebate Request Deadline stated above
- Contact MBA if you have questions about rebates

**A \$25 rebate is offered for each of the following [required documentation is in brackets]:**

- 1. Feature, review, or advertise this title in your store newsletter/E-newsletter or on your store's website; include photo of book cover.  
[Send copy of newsletter/E-newsletter, or proof of website feature to MBA.]
- 2. Run a paid print ad on this title in your local newspaper or similar publication; include photo of book cover.  
**OR** Run a paid radio ad or review/discuss this title on the radio. Must mention title, author, and publisher.  
**OR** Run a paid ad on a community website (such as your local newspaper's website); include photo of book cover  
[Send print ad tearsheet, copy of website ad, or radio script, and payment documentation to MBA.]
- 3. Recommend, promote, and discuss this title with your store-sponsored and/or local book clubs.  
[Document book club use to MBA.]
- 4. Display this title on its own in a table, window, or wall display, with at least 3 copies.  
**OR** - Do a group display of **July, 2010**, launch Midwest Connections Picks titles.  
**Note: One group display rebate only allowed per launch date.**  
[Document display with 5+ photos – preferably digital – and submit to MBA.]

Check all that apply – we are requesting rebate: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ #4 \_\_\_\_\_

\$ \_\_\_\_\_ total rebate requested

**A Checklist for Your Use -- Promote this Midwest Connections title via:**

- \_\_\_\_\_ my store's newsletter/E-newsletter and website
- \_\_\_\_\_ advertise in newspaper, on radio, or local community website
- \_\_\_\_\_ recommend and discuss with store/local book clubs
- \_\_\_\_\_ display alone
- \_\_\_\_\_ display in group with other titles from the same launch date

**Other Ideas -- MBA needs your details of all your promotions to share them with the publisher and to document our Midwest Connections program. Thank you!**

- Host an event at your store that features this title. Send MBA details of your event.
- Hand-sell this title 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 this title to Susan Walker at the MBA office. [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org)  
MBA will share it with the publisher.
- Other promotion of this title – please describe and document to MBA.