

Midwest Connections Rebate Request Form

FREEDOM

Jonathan Franzen (Farrar, Straus and Giroux / Macmillan)

- Promotion launch date **September 1, 2010**
- Promotion period **From September 1 through November 30, 2010**
- Rebate Request Deadline **December 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, 2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427, 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 **September, 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 details of 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 info@midwestbooksellers.org. MBA will share it with the publisher.
- Other promotion of this title – please describe and document to MBA.