

Midwest Connections Rebate Request Form

**VESTMENTS**

**John Reimringer (Milkweed Editions / PGW)**

- 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](mailto:info@midwestbooksellers.org). MBA will share it with the publisher.
- Other promotion of this title – please describe and document to MBA.