

Midwest Connections Rebate Request Form for Titles Launched April 2011

Store Name _____ Contact _____

City, State, Zip _____

Note: MBA has simplified the rebate requirements as of April, 2011.

A \$50 rebate is available for each title if you promote it using at least one of the possible promotion methods listed, plus:

- Provide documentation of your promotion activities
- Report your sales for the entire promotion period
- Send this form and all documentation to MBA by the deadline

- Promotion Launch Date April 1, 2011
- Promotion Period April 1 through May 31, 2011
- Rebate Request Deadline June 15, 2011

Possible promotion methods:

1. Feature, review, or advertise a title in your store newsletter/E-newsletter or on your store’s website; include photo of book cover.
[Provide copy of newsletter/E-newsletter, or proof of website feature.]

2. Advertise a title in a paid print ad; include photo of book cover.
OR Run a paid radio ad or review/discuss a 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.
[Provide print ad tearsheet, copy of website ad, or radio script, and payment documentation.]

3. Recommend, promote, and discuss title with store-sponsored and/or local book clubs.
[Provide proof of book club promotion with a copy of a flyer or email.]

Title / Author / Publisher	Quantity sold	Promoted via method #1.	Promoted via method #2.	Promoted via method #3.
<i>The Wilder Life: My Adventures in the Lost World of Little Hosue on the Prairie</i> Wendy McClure Riverhead Books / Penguin Group USA				
<i>Mothers & Daughters: A Novel</i> Rae Meadows Henry Holt / Macmillan				
<i>Bent Road: A Novel</i> Lori Roy Dutton / Penguin Group USA				
<i>The Bird Sisters</i> Rebecca Rasmussen Crown / Random House				

Total rebate requested for this promotion period \$_____