

Midwest Connections Rebate Request Form for Titles Launched June 1, 2011

Store Name _____ Contact _____

City, State, Zip _____

Note: MBA has simplified the rebate requirements.

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 June 1, 2011
- Promotion Period June 1 through July 31, 2011
- Rebate Request Deadline August 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>Beyond the Trees: Stories of Wisconsin Forests</i> Candice Gaukel Andrews Wisconsin Historical Society Press				
<i>My American Unhappiness</i> Dean Bakopolous Houghton Mifflin Harcourt				
<i>South of Superior</i> Ellen Airgood Riverhead / Penguin USA				
<i>Twin Cities</i> Carol Muske-Dukes Penguin USA				

Total rebate requested for this promotion period \$_____