

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

Store Name _____
 Contact _____
 City, State, Zip _____

Important Dates

Promotion Launch Date: July 1, 2011
 Promotion Period: July 1 through August 31, 2011
 Rebate Request Deadline: September 15, 2011

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

1. Provide documentation of your promotion activities. Send us a copy of your newsletter, website feature, website ad, radio script, book club promotion, print ad tearsheet, and/or payment documentation.
2. Report your sales for the entire promotion period.
3. Send this form and all documentation to MBA by the deadline.

Possible promotion methods:

- Feature, review, or advertise a title in your store newsletter (print or online) or on your store’s website. Include photo of book cover.
- Advertise a title in a paid print ad. Include photo of book cover.
- Run a paid radio ad or review/discuss a title on the radio. Must mention title, author, and publisher.
- Run a paid ad on a community website, such as your local newspaper’s website. Include photo of book cover.
- Recommend, promote, and discuss title with store-sponsored and/or local book clubs.

Title, Author, Publisher	Quantity sold	Short description of which of the above promotional methods you chose
The Borrower Rebecca Makkai, Viking/Penguin		
Things We Didn’t say Kristina Riggle, William Morrow/HarperCollins		
Once Upon a River Bonnie Jo Campbell, W.W. Norton & Co.		
Spellbound: The Books of Elsewhere Vol. 2 Jacqueline West, Dial Books for Young Readers/Penguin		

Total rebate requested for this promotion period \$ _____