

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

Store Name _____
 Contact _____
 City, State, Zip _____

Important Dates

Promotion Launch Date: September 1, 2011
 Promotion Period: September 1 through October 31, 2011
 Rebate Request Deadline: November 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 |
|---|---------------|---|
| Good Graces Lesley Kagen, Dutton/Penguin | | |
| Northwest Angle Atria/Simon & Schuster | | |
| Bohemian Girl Terese Svodoba, Bison Books/University of Nebraska Press | | |

Total rebate requested for this promotion period \$ _____