

## Midwest Connections Rebate Request Form for Titles Launched January 1, 2012

Store Name \_\_\_\_\_  
 Contact \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_

**Important Dates**

Promotion Launch Date: January 1, 2012  
 Promotion Period: January 1 through February 29, 2012  
 Rebate Request Deadline: March 15, 2012

**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 Magic Room Jeffrey Zaslow, Gotham Books/Penguin		

**Total rebate requested for this promotion period**      \$ \_\_\_\_\_