

## Midwest Connections Rebate Request Form for Titles Launched November 1, 2011

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

**Important Dates**

Promotion Launch Date: November 1, 2011  
 Promotion Period: November 1 through December 31, 2011  
 Rebate Request Deadline: January 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
Artisan Pizza and Flatbread Zoë François and Jeff Hertzberg, St. Martin’s Press		
The Least Cricket of Evening Robert Vivian, Bison Books/University of Nebraska Press		
Third and Long Bob Katz, Trolley Car Press		
White Truffles in Winter N.M. Kelby, W.W. Norton		

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