

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

Store Name _____

Contact _____

City, State, Zip _____

Important Dates

Promotion Launch Date: October 7, 2011
 Promotion Period: October 1 through December 7, 2011
 Rebate Request Deadline: December 22, 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
American Boy Larry Watson, Milkweed Editions		
Bluefish Pat Schmatz, Candlewick		
Wonderstruck Brian Selznick, Scholastic		
In Caddis Wood Mary Francois Rockcastle		
The Hum & the Shiver Alex Bledsoe, Tor Books		

Total rebate requested for this promotion period \$ _____