

Midwest Connections • Rebate Request Form



Store Name

Contact Name

Contact Phone Number

Deadline

There is a two-month window for all Midwest Connections bookstore promotions. For example, January picks are eligible for rebates in January and February. The deadline to request a rebate is the 15th of the month *after* the promotion is done (so the rebate request for a January pick is due March 15).

To be eligible for the first \$50 of your rebate, follow these steps:

1. Use the Midwest Connections branded POS materials we've provided. This can mean creating a devoted section with the logo sign, using shelf-talkers, and/or using the stickers while displaying any or all eligible titles face-out.
2. Send us a photo of your display via email or post, or upload it to our Facebook wall (facebook.com/MidwestBooksellers) and tag us. We'll use these images to further promote the program, and we may include your store in our national newsletter!
3. Keep track of your sales for all three titles for the entire promotion period using the table below. We compile this data to promote the vitality of our region's literary culture.
4. Send this form and all documentation to MIBA by the deadline.

Title	Quantity sold
1.	
2.	
3.	

To collect the rest of your rebate, check up to three boxes below to indicate which additional promotions you've employed during this rebate period. Each additional promotion, even if multiple promotions are for the same title, is worth \$25. Be sure to indicate which title you promoted (or any notes you'd like).

Host an author event. Send us pictures or post them to Facebook (tag MIBA) or Twitter (use hashtag #MWConX).

Advertise a title in a paid print ad. Include image of book cover.

Actively promote a title on social media (5 or more posts per month). Tag us on Facebook and use the hashtag #MWConX on Twitter)

Run a paid radio ad or review/discuss a title on the radio. Mention title, author, and publisher.

Run a paid ad on a community website, such as your local newspaper's website. Include image of book cover.

Recommend, promote, and discuss title with store-sponsored and/or local book clubs.

Total rebate requested for this promotion period: \$ _____