

Holiday Gift Guide Catalog Marketing Reimbursement Program

Stores can take advantage of ONE of the following reimbursement opportunities:

Newspaper Insertions

MPIBA will reimburse you .03 cents per piece

- If we ship directly to the newspaper for you, we'll just send you the reimbursement check.
- If you have them inserted yourself, provide us with the following to be reimbursed:
 - Invoice from the newspaper which includes:
 - Your store name
 - Date of insertion
 - Identification of distributed item
 - Quantity inserted
 - Total insertion cost

Direct Mail Campaigns

MPIBA will reimburse you .03 cents per piece mailed

- If we ship directly to the mailing center for you, we'll send you the reimbursement check.
- If you mail them to your customers, or have them mailed yourself, provide us with the following information to be reimbursed:
 - Receipts from the Post Office or other mail center which includes:
 - Your store name
 - Quantity of pieces mailed
 - Date of mailing(s)
 - Cost per piece mailed

Creative Distribution & Marketing

We'll reimburse you for funds spent distributing and marketing the Holiday Gift Guide Catalogs up to \$100, with a minimum order of 3,000 catalogs.

- Including, but not limited to:
 - Staff time for disturbing catalogs around town.
 - Paid advertising mentioning the Holiday Gift Guide Catalog.
 - Printing costs for creating display signage
 - Other ideas for distributing and marketing the catalog and catalog titles.

To request reimbursement, send an email to info@mountainsplains.org, with "Holiday Marketing Reimbursement" in the subject line, and all required documentation attached. Requests for reimbursement must be submitted by January 10, 2021.