

Bookstore Marketing Reimbursement Program

Holiday Gift Guide Catalog 2021

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

Newspaper Insertions

- MPIBA will reimburse your store 3 cents per piece inserted.
 - Minimum insertion: 500 pieces
 - Maximum reimbursement amount: \$750
- Minimum order of 1000 total catalogs required to be eligible.
- If we ship directly to the newspaper for you, we'll automatically send a 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 your store 3 cents per piece mailed.
 - Minimum mailing: 500 pieces
 - Maximum reimbursement amount: \$750
- Minimum order of 1000 catalogs required to be eligible.
- If we ship directly to the mailing center for you, we'll automatically send a 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.
- Maximum reimbursement: \$100
- Minimum order of 3,000 catalogs required to be eligible.
- Including, but not limited to: Staff time for distributing catalogs around town; paid advertising mentioning the Holiday Gift Guide Catalog; printing costs for creating display signage; paid social media boosts and ads mentioning the Holiday Gift Guide Catalog and/or specific titles; and other ideas.
- Receipts for expenses incurred required for reimbursement.

To request reimbursement (if applicable), 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 7, 2022.