

# Bookstore Marketing Reimbursement Program

## Holiday Gift Guide Catalog 2022

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 mailer 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](mailto:info@mountainsplains.org), with "Holiday Marketing Reimbursement" in the subject line, and all required documentation attached. Requests for reimbursement must be submitted by January 6, 2023.