

## ***Holiday Books catalog 2011*** **IMPORTANT! Insertion Reimbursement Instructions**

Recoup up to 50% of your insertion costs from PNBA. Just follow these simple rules:

**ALL REIMBURSEMENT CLAIMS MUST BE RECEIVED IN THE PNBA OFFICE BY JANUARY 11, 2012. NO CLAIM WILL BE PROCESSED IF PNBA FORMATTED CATALOG SALES REPORT\* HAS NOT BEEN PROVIDED!**

**\*Contact Brian for Excel Sales Sheet: [brian@pnba.org](mailto:brian@pnba.org). Hard copy Sales Sheet available on the Holiday Catalog page at PNBA.org. Please submit only PNBA formatted sales reports!**

### **Newspapers**

PNBA will pay one-half of the cost to insert the holiday catalog in your local paper, up to a maximum reimbursement of 3¢ per piece.

Invoices from your newspaper must show:

- store identification
- name and contact information at newspaper
- date of invoice
- identification of distributed item (PNBA Holiday Catalog)
- quantity inserted
- date of distribution
- total insertion cost

### **Newsletters and Direct Mail**

PNBA will reimburse 3¢ per piece for direct catalog mailings to store lists or insertions into mail-delivered store newsletters.

Receipts from the Post Office must contain:

- store identification
- quantity of mailing
- date of mailing
- cost per piece

### **Questions or concerns regarding holiday catalog reimbursement pay-outs:**

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