

# ***Give Books* holiday catalog**

## **2023 Insertion and Delivery Reimbursement Instructions**

Recoup insertion costs from PNBA. Just follow these simple guidelines:  
**(REIMBURSEMENT CLAIMS AND SUPPORT MATERIALS DUE BY JANUARY 17, 2024)**

### **Newspapers:**

PNBA will pay a portion of the cost to insert the holiday catalog in your local paper, a reimbursement of **½ of your cost, up to 4¢** per piece, for the 2023 campaign.

Invoices from your newspaper must show:

- store identification
- date of invoice
- identification of distributed item (book catalog, 24 pg. flyer, etc.)
- quantity inserted
- date of distribution
- total insertion cost
- name and contact information at newspaper

### **Newsletters, Direct Mail, Every Door Direct:**

PNBA will also reimburse up to 4¢ per piece for direct catalog mailings to store lists, insertions into mail-delivered store newsletters, and address-specific market coverage programs.

Receipts from the Post Office or alternate carrier must contain:

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

### **Zonal Saturation:**

The zonal saturation program requires that PNBA pre-pay for the USPS sponsored program. Participating stores are subsequently invoiced for their portion of the costs, 14¢ of the 21¢ cost of each piece.

### **All Claims:**

When you submit your invoice, please include your top 25 catalog bestsellers (spreadsheet or list).

Additionally, please share an anecdotal and/or statistical review of your campaign (customer interactions, surprise titles, display photos, observed trends) by the Jan. 17 deadline. PNBA will then send a reimbursement check.

We are also interested in observations related to the five-issue catalog newsletter campaign and your e-commerce integrated landing pages. Review your store's *Shelf Awareness* statistical dashboard for newsletter open rates and clicks.

**Submit questions and claims to: [brian@pnba.org](mailto:brian@pnba.org)**

Pacific Northwest Booksellers Association  
520 W 13th Avenue  
Eugene, OR 97401  
P: 541-683-4363  
F: 541-683-3910