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 \( \frac{1}{2} \) 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

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