

***Holiday Books* catalog 2017**  
**Insertion Reimbursement Instructions**

Recoup insertion costs from PNBA. Just follow these simple rules:

**ALL REIMBURSEMENT CLAIMS MUST BE RECEIVED IN THE  
PNBA OFFICE BY JANUARY 12, 2018. NO CLAIM WILL BE PROCESSED IF PNBA  
FORMATTED CATALOG SALES REPORT\* HAS NOT BEEN PROVIDED!**

\*Sales Sheet will be available on the Holiday Catalog page at PNBA.org.  
**Please submit only PNBA formatted sales report.**

**Newspapers**

PNBA will pay a portion of the cost to insert the holiday catalog in your local paper, a reimbursement of **4¢** per piece for the 2017 campaign. This is higher than the advertised 3¢ rate!

Invoices from your newspaper must show:

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

**Newsletters and Direct Mail**

PNBA will reimburse 4¢ 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

**Submit claims and direct questions or concerns regarding holiday catalog reimbursement  
pay-outs to Brian: [brian@pnba.org](mailto:brian@pnba.org).**

Pacific Northwest Booksellers Association  
338 W 11th Avenue #108  
Eugene, OR 97401-3062  
P: 541-683-4363  
F: 541-683-3910