

***Give Books* holiday catalog**
2019 Insertion Reimbursement Instructions

Recoup insertion costs from PNBA. Just follow these simple guidelines:
(REIMBURSEMENT CLAIMS AND SUPPORT MATERIALS DUE JANUARY 10, 2020)

Newspapers:

PNBA will pay a portion of the cost to insert the holiday catalog in your local paper, a reimbursement of **3¢** per piece for the 2019 campaign.

Invoices from your newspaper must show:

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

Newsletters, Direct Mail, Every Door Direct:

PNBA will reimburse 3¢ per piece for direct catalog mailings to store lists, insertions into mail-delivered store newsletters, and market coverage programs.

Receipts from the Post Office or alternate carrier must contain:

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

All Claims:

When you submit your invoice, include a list of your top 30 catalog bestsellers (spreadsheet or list) as well as anecdotal and/or statistical review of your campaign (customer interactions, surprise titles, display photos, local advertisements, sales comparisons) by the Jan. 10 deadline, and we'll up your credit to 4¢ per piece!

Submit reimbursement claims to Brian: brian@pnba.org
Questions or concerns regarding claims to: info@pnba.org

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