

## ***Give Books* holiday catalog 2020 Insertion Reimbursement Instructions**

Recoup insertion costs from PNBA. Just follow these simple guidelines:  
**(REIMBURSEMENT CLAIMS AND SUPPORT MATERIALS DUE JANUARY 13, 2021)**

### **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 **5¢** per piece, for the 2020 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 up to 5¢ 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, please 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. 13 deadline, and we'll send you a reimbursement check. We are particularly interested in the response to catalog newsletters this year, as digital advertising and shopping are exceptionally important during this pandemic stretch.

**Submit reimbursement claims to: [brian@pnba.org](mailto:brian@pnba.org)**  
**Questions or concerns regarding claims to: [info@pnba.org](mailto:info@pnba.org)**

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