

## ***Give Books* holiday catalog 2021 Insertion Reimbursement Instructions**

Recoup insertion costs from PNBA. Just follow these simple guidelines:  
**(REIMBURSEMENT CLAIMS AND SUPPORT MATERIALS DUE JANUARY 14, 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 **4¢** per piece, for the 2021 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.

### **Zip or Zonal Saturation:**

2021 Special! If you make arrangements to have your catalogs delivered to all addresses in a local postal or other address zones, we will cover up to 50%, with a max of 8¢ per piece, up to 10,000 copies.

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 your top 30 catalog bestsellers (spreadsheet or list) as well as an anecdotal and/or statistical review of your campaign (customer interactions, surprise titles, display photos, local advertisements, sales comparisons) by the Jan. 14 deadline, and we'll send you a reimbursement check. We are also interested in observations related to the five-issue catalog newsletter campaign. Information regarding your personal *Shelf Awareness* statistical dashboard is coming soon!

**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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