

***Give Books* holiday catalog 2022 Insertion Reimbursement Instructions**

Recoup insertion costs from PNBA. Just follow these simple guidelines:
(REIMBURSEMENT CLAIMS AND SUPPORT MATERIALS DUE JANUARY 18, 2023)

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 2022 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 4¢ 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

Zonal Saturation:

Our new bundle cap saturation program required PNBA pre-pay for the USPS sponsored program. Participating stores have been invoiced for their portion of the costs.

All Claims:

When you submit your invoice, please include your top 25 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. 18 deadline, and we'll send you 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 reimbursement claims to: brian@pnba.org
Questions or concerns regarding claims to: info@pnba.org**

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