

***Give Books* holiday catalog**

2024 Insertion and Delivery Reimbursement Instructions

Recoup insertion costs from PNBA. Just follow these simple guidelines:
(REIMBURSEMENT CLAIMS AND SUPPORT MATERIALS DUE BY JANUARY 17, 2024)

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 2024 campaign.

Invoices from your newspaper must show:

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

Newsletters, Direct Mail, Every Door Direct:

PNBA will also reimburse up to 4¢ per piece for direct catalog mailings to store lists, insertions into mail-delivered store newsletters, and address-specific market coverage programs.

Receipts from the Post Office or alternate carrier must contain:

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

USPS Saturation:

The zonal saturation program requires that PNBA pre-pay for the USPS sponsored program. Participating stores are subsequently invoiced for their portion of the campaign, 14¢ of the 22¢ cost. PNBA covers 8¢ of each delivered piece.

All Claims:

When you submit your invoice, please identify your top 25 catalog bestsellers (spreadsheet or list).

Additionally, please share anecdotal and/or statistical information regarding your campaign (customer interactions, surprise titles, trends) by the Jan. 17 deadline. 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.

NWBookLovers Give Books Promotion:

Send photos of your Give Books displays or samples of newsletters or social media efforts promoting your Give Books campaign promotion, powered by this year's *300 Mason Jars* theme. We'll publish a regional "Storefront" roundup at NWBookLovers.org and point NW book lovers toward your store! PNBA supplies physical posters as well as web, social media, and printable bookmark assets, on the holiday catalog page at PNBA.org. Samples should be provided by Dec. 6 to be included in the promotion.

Submit samples and claims to: brian@pnba.org