

Leafing Out 2009

IMPORTANT! Insertion Reimbursement Instructions

Recoup up to 50% of your insertion costs from PNBA. Just follow these simple rules:

ALL REIMBURSEMENT CLAIMS MUST BE RECEIVED IN THE PNBA OFFICE BY July 1, 2009. NO CLAIM WILL BE PROCESSED IF OFFICIAL *FORMATTED CATALOG SALES REPORT* HAS NOT BEEN PROVIDED!

***Contact Brian for Excel version of Sales Sheet: brian@pnba.org.**
Formatted hard copy Sales Sheet available on the Leafing Out page at PNBA.org.

Newspapers

PNBA will pay one-half of the cost to insert the holiday catalog in your local paper, up to a maximum reimbursement of 3¢ per piece.

Invoices from your newspaper must show:

- store identification
- name and contact information at newspaper
- date of invoice
- identification of distributed item
- quantity inserted
- date of distribution
- total insertion cost

Newsletters and Direct Mail

PNBA will reimburse 3¢ per piece for direct catalog mailings to store lists or inclusion in mail-delivered store newsletters.

Receipts from the Post Office must contain:

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

Questions or concerns regarding PNBA Catalog reimbursements:

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