Kobo *Art Forger* Promo Begins

Thanks to Algonquin Books, customers who purchase a Kobo Glo or Mini from an ABA member store from November 19 – 26 will receive a promotional code for a free download of *The Art Forger*, by B.A. Shapiro, the [#1 Indie Next List Great Read for November](http://news.bookweb.org/news/november-2012-indie-next-list-preview).

Booksellers will give the promotional code and easy-to-follow download instructions to customers on a postcard supplied to stores by Kobo. ABA Kobo eReader sellers that have not received their supply of *Art Forger* postcards can follow [this link to downloadable files](http://r20.rs6.net/tn.jsp?e=001nxMqyuMSYS0HeREt3m_9y73Ao25dDZ8uFOydc8-qjgj0UPkQ_FwHqrXwYHEbEnF2nc9JG4Y3sY34218Y8z2gaF0WOW2Bn5vS4vgwS9Ph-eQrZwDj6k29YbHJ0o-_mnRR2j1gMZY3v7q4UM9QXcacL4bZl56EfGgu). There are 36 distinct files, each with its own promotional code. Each postcard may be used only once.

*The Art Forger* is the second great promo that ABA Kobo device sellers can offer their customers to kick off the holiday selling season. On Friday, November 23, and Saturday, November 24, Kobo is offering special $49 pricing on Kobo Minis. ABA member stores that sell the Mini for $49 during the two-day promotion will receive a $30 rebate for each Kobo Mini sold.  Rebates will be issued to participating stores by the American Booksellers Association on Kobo’s behalf during the first quarter of 2013.

To qualify, stores will need to report their November 23 and 24 Kobo Mini sales, including unit serial numbers, via a [web form available here.](http://images.bookweb.org/blackfridaymini.php) The reporting deadline is December 7, 2012 at 8:00 p.m. EST.

The [Bookseller DIY](http://r20.rs6.net/tn.jsp?e=001ggQtHYnQAlN-jMuqEmF4hqjxs7Wv1TKWPvfJHEAxmcFq4Jw4V92f5C6C-MczDkRCBYgp8c2T7AvWYhrM9rw-gUw0htgXoAd9LAvq95H8BP1596KVICsNJQbv9DoiMqc1V6Aq34KzKCQL1ctm029FfQ==) is filled with a full range of eReading posters, display sheets, retail aids, bookmarks, and web banners to help stores promote sales of Kobo eBooks and eReaders, including posters for the free Art Forger download and for two-day Kobo Mini sale.

Questions about either of these promotions should be addressed to kobo@bookweb.org.