

PUBLICITY AND MARKETING GUIDELINES FOR AUTHORS

Many authors are unfamiliar with methods of getting attention for their book. Some assume they should not directly contact book review editors or journalists; some doubt their own abilities to present their work effectively; and some feel that the publisher is solely responsible for promoting their book.

No publisher has a staff large enough to do everything that might be done for all its titles. Especially in the case of university press books, authors can participate actively in promotion. Because authors are experts in their field, they can judge—better than or as well as any publicist—who will want to review or otherwise bring attention to their book. Sometimes without realizing it, they possess a rich network of professional contacts that can be employed to obtain notice of their work.

After reading this, if you have questions about specific publicity and marketing activities or your participation in them, please address them to the marketing staff listed below.

Marketing Director

Ann-Marie Anderson oversees the marketing department. Direct all questions concerning overall marketing plans and sales and distribution of your book to her. She also manages the direct mail program. Her email address is:
anderson@temple.edu

Publicity Manager

Gary Kramer manages the entire publicity program. He is also responsible for the creation of marketing copy for jackets, covers, and seasonal catalogs. His email address is:
gkramer@temple.edu

Advertising and Promotions Manager

Irene Imperio manages the advertising and exhibit programs for all books. She is also responsible for the creation of all promotional materials. Her email address is:
irene.imperio@temple.edu

We wish to suggest some ways that you can help promote your book—and avoid some common pitfalls in the process.

BEFORE PUBLICATION

One of the most valuable ways you can contribute to our publicity efforts on the behalf of your book is to complete the Author's Marketing Questionnaire quickly and thoroughly. This questionnaire, which is sent after acceptance of your manuscript, is the basis of our promotional activities.

We will announce your book in one of our two seasonal catalogs—either in December for spring books (published February through July) or in May for fall books (published August through January). The publication month listed in the catalog indicates when we expect books to be shipped to major wholesalers and stocked in bookstores, normally a few weeks after receipt in our warehouse. The interval (4 to 6 weeks) between finished books and the publication date allows us to get books into the hands of reviewers so that reviews can appear at the same time books are available for sale.

Advance reviews are solicited and magazine excerpts and book club editions are generally sold before publication. Months before we have finished copies, our publicity staff sends page proofs of your book to selected review media, such as *Library Journal* and *Publishers Weekly*, and to appropriate book clubs. We also mail our catalog to

newspapers, journals, book clubs, and radio and television producers. In addition, we send advance information and catalogs to foreign publishers who may be interested in obtaining translation rights. Our Rights and Permissions Manager, Matthew Kull, handles these details.

When finished books become available, you can have copies of your book sent out with "Compliments of the Author" cards. These books, less the 40% author's discount, must be prepaid with a check or credit card. All book orders or questions about orders should be directed to the Chicago Distribution Center at 1-800-621-2736.

REVIEWS

By far the most effective means of securing attention for scholarly books is through reviews—in scholarly journals, in magazines, and for some books of general interest, in newspapers. We send review copies of your book to review media you have suggested on your Author's Questionnaire and to those that have responded to our seasonal catalog.

We mail out approximately 10,000 catalogs in the United States and overseas. But, as you are probably aware, book review editors are deluged with books, and it is possible that yours may be set aside and forgotten or sent to a reviewer who delays the review process.

In the case of specialized review media, such as scholarly journals, you may write or call the book review editor to ask whether your book has been assigned for review, especially if you know the editor and have other matters to discuss as well. Even if you are not acquainted with an editor, a brief phone call is perfectly in order. Editors will generally regard your inquiry as a useful reminder that your book should be attended to if it has not yet been assigned.

One phone call is usually enough. A natural concern about your book and the desire to promote the ideas in it are most likely to win cooperation.

If you are able to interest colleagues in reviewing your book, you may suggest that they contact an appropriate journal to ask whether a review is planned. Please do not suggest reviewers for your own work to book review editors unless specifically asked for nominees. Also, please don't ask us to send review copies directly to individual reviewers, since book review editors often feel that this action circumvents their assignment process and undermines their independence.

Book review editors for major national media, such as the *New York Times Book Review* or the *New York Review of Books*, may be annoyed by direct calls from authors. We recommend that you leave them to our publicity manager, who routinely calls on editors throughout the Mid-Atlantic region.

Keep in mind that reviews in scholarly journals often do not appear until a year or more after publication, but such coverage of your book is important to the influence and longevity of your work.

EXCERPTS

It may be possible and desirable to place excerpts of your book in periodicals either before or soon after publication. You can secure additional attention for your book by specifying the title (and the publisher, if permitted) in the contributor identification generally accompanying an excerpt. The publication schedule of periodicals may make precise timing of an excerpt impossible, but such exposure is likely to gain attention for your book. Our marketing staff attempts to place prepublication excerpts in periodicals, but you too may offer chapters in advance of publication—preferably six months or more before the book is scheduled to appear. If you place an excerpt, be sure to inform the marketing department and Matthew Kull, our Rights and Permissions Manager.

PERSONAL APPEARANCES

Many academic authors receive or can secure invitations to give talks to professional groups or to larger public audiences. If you accept such lecture engagements, try to schedule your appearances close to the publication of your book. Inform our marketing staff well in advance of your lecture dates so that we can provide a display copy of your

book and a special order form, giving your colleagues and friends an opportunity to order your book at an attractive discount.

RELATIONS WITH THE MEDIA

Some authors promote their books very effectively to newspaper reporters, radio interviewers, and television hosts. The essence of their success is the ability to describe the relevance of their work to general public concerns in extremely brief form. Even very prominent authors are seldom given more than three and one-half minutes of television time; so, though TV appearances are rare, prepare carefully for any television appearance and convey your central idea in a few sentences. Although radio is a somewhat more leisurely medium, it is best to cultivate crispness and brevity here as well. Newspaper reporters, too, appreciate compact, quotable phrases (many work from notepads, and a brief quote is likely to be printed more accurately than a long one).

BOOK EXHIBITS

The press staffs exhibits at 20 to 25 scholarly meetings each year; in addition, through various exhibit services and organizations we are represented annually at over 30 other academic and professional meetings. It is important that you notify us at least two months in advance of professional meetings you will attend or at which your book should be displayed, especially if the publication date is close to the meeting and we need to make special plans to ensure that either page proofs or advance copies of the book are displayed. If you will be speaking at a conference, it is particularly important that you let us know, since this usually creates more traffic in our booth.

ADVERTISEMENTS

Advertisements for your book are usually scheduled to appear near the publication date. The timing may depend in part on the publication of other titles in your subject area that might be appropriately grouped with your book. Some of our advertising is planned to appear later, concurrently with reviews, or when we can use favorable quotes from reviews.

DIRECT MAIL

In addition to the seasonal catalog, the direct mail staff prepares yearly mailings of subject flyers in many academic disciplines. Upon request, we will provide authors with an order flyer which we encourage you to share with colleagues, students, friends, and contacts. We will be glad to use this form for a mailing list (of your network, seminars you attend, or specialized groups to which you belong).

Please supply names and complete addresses on mailing labels or electronically in label format. Preparing a list like this for us is one of the best ways you can help promote your book.

RELATIONS WITH BOOKSTORES

Our sales distribution requires both work in advance of publication and follow-up afterward. We have fourteen U.S. sales representatives, covering the northeast and mid-atlantic, southeast, midwest, and west coast. These reps who sell our books have personal contact with most major bookstores in North America. We currently have accounts with the major national wholesalers—Ingram Book Co., Baker & Taylor, and Blackwell North America—as well as more regional wholesalers—Koen Book Distributor and Bookazine. Our reps call on accounts twice a year with our new seasonal catalog in hand. They take advance orders from each store, and these orders are filled as books arrive in our warehouse (please recall, however, that it takes a few weeks from the time you receive your advance copy for books to reach stores).

You can help your book by identifying yourself to bookstore personnel and asking whether the store has stocked your book. You might point out that you believe the bookstore's customers would have special interest in your work or describe the positive reception it has had in other bookstores or in reviews.

Keep in mind that the absence of your book may mean it has sold out and the reorder has not yet been received. Stores can always reorder by calling our toll free number: 1-800-621-2736. This number appears on all our

advertising and direct mail pieces, and other promotional materials. It provides bookstores, individuals, and other customers a quick and cost-effective way to order our publications.

Our sales representatives welcome information about stores that might reasonably be expected to carry your book. Please note the name and address of the store, the book buyer's name if you know it, and what response you have received to your inquiry at the store. Send this information to our Marketing Director, and we will inform the appropriate regional sales representative, who may be able to secure an order from the store. Also, contact information for each sales group is listed in the back of the seasonal catalog.

Please be aware that scholarly books are stocked primarily in selective, independent bookstores. While chains (e.g. Barnes & Noble) are generally receptive to our books, they tend to stock university press books only on a regional basis and their managers have little latitude in what they can order. Depending on the nature of your book, it will more likely be carried by an independent store that caters to academic or well-educated book buyers than to chains that cater to popular culture.

INTERNATIONAL SALES

Substantial numbers of our books are sold abroad. We have distributors who work for us in Europe, in Asia and the Pacific, and most other countries. If your book has international sales potential, or if you plan to lecture abroad, please be sure to provide us with specifics.

ONLINE SALES

Increasing numbers of our books are sold on the internet via amazon.com, barnesandnoble.com, and other virtual booksellers. We are making every effort to stay abreast of this rapidly growing field, to develop and maintain our web site (www.temple.edu/tempres), and to make direct sales a prime objective now and in the future.