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**Marketing Questionnaire**

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**PART I: AUTHOR INFORMATION**

 Date:

 Book Title:

 Subtitle:

 Author name as it should appear on title page:

**CURRENT POSITION**: *Please keep us informed of any position changes.*

 Title:

 Department:

 Institution:

**EDUCATION AND HONORS:** Please include dates of degrees:

**CONTACT INFORMATION**:

 Main Address:

 Street:

 City: State: Zip Code:

 Phone:

 Email:

 Fax:

 Home Address:

 Street:

 City: State: Zip Code:

 Phone:

 Email:

 Fax:

**FOR CONTRIBUTED VOLUMES**: please provide the name, affiliation, and complete address of all contributors. These addresses will be used by the Press to mail a complimentary copy of your book to each contributor upon publication.

**PREVIOUS BOOKS:** Include title and subtitle, publisher, print run, pub date, current price, cloth and/or paper sales (if you don’t have sales info, please write your publisher to request it). If you have any reviews, please send copies of the most recent. Also list any foreign editions (and publishers).

**PREVIOUS ARTICLES**: Please provide titles and dates of recent articles and specify in which publications they have appeared.

**PLEASE INDICATE ANY AWARDS RECEIVED**: such as dissertation awards, articles prizes, "Best Books of the Year" lists, book club adoptions, etc...

**HAVE YOU EVER BEEN ASSOCIATED WITH ANY PERIODICALS AS EDITOR?** Please give job titles and dates of recent positions.

**PART II: MARKETING INFORMATION**

**1. PROMOTIONAL COPY:**

* ***IMPORTANT*: PLEASE PROVIDE A BRIEF BUT COMPREHENSIVE SYNOPSIS** of roughly 200 words (double-spaced) describing your book, stating its themes, method, and scope, and focusing on its best selling points. This information will be our primary source for preparing copy and other marketing materials. Please remember that your audience will include librarians and general readers as well as scholars.
* Please also provide a one-sentence description of your book.
* Provide a brief biographical statement for yourself, and, if applicable, each co-author or editor of the book, including current professional affiliation, previously published books, and any other information you feel is important in the promotion of the book. (If your book is a contributed volume, contributor bios should be submitted as part of the manuscript.)

**2. POINTS TO BE EMPHASIZED IN PROMOTION**:Book review venues have shrunk drastically and as a result have become much more competitive. Among the literally thousands of review copies they receive each week for review consideration, why should they choose yours? Some questions to consider:

* What are the key elements that distinguish your book from others on the same or similar topics? For example, do you discuss newly discovered documents or research; does your book refute a prevailing theory or argument; will it be controversial; is this the first English translation; etc.
1.
* What are your main conclusions? Don’t be afraid to state what would be obvious to specialists in your field.

**3. LIST SIMILAR OR COMPETING BOOKS:** List author, title, publisher, year, and your comments about them. How does your book compete with, compare, or relate to recent books, arguments, or theories by similar scholars in similar works?

**4. DESCRIBE IN A GENERAL WAY YOUR ANTICIPATED AUDIENCE FOR THIS BOOK:** Is it exclusively academic and scholarly? Please include possible course adoptions. Does its appeal across disciplines? If so, which ones? Does the subject have any appeal for a general or trade audience?

**5. REVIEW COPIES**:

* **Scholarly Media**: List periodicals most likely to review your book. While we have extensive lists of scholarly media to whom we send review copies, we rely upon our authors to bring to our attention key discipline-specific media that might not be on our radar.
* **Traditional Review Media:** As above, while we have solid relationships with major national publications and broadcast venues, we are always looking to expand our reach. Please provide the names and email addresses of any national print or broadcast media contact with whom you have a personal connection.
* **Non-traditional Media:** The podcast and on-line media markets have grown exponentially over the last few years. While we have a number of key, mainstream (The New Yorker Radio Hour; Ezra Klein; Pod Save America, etc.) and discipline-specific (Ben Franklin’s World) podcasts on our radar, we are always looking to expand our outreach. What, if any, podcasts do you, your colleagues, students, friends, and family follow that might be interested in your book?
* **Online Media:** For general interest titles we reach out to the major venues (Politico, Page Turner at the *New Yorker*, *Paris Review Daily*, *Salon*, etc.), but there are many e-media outlets that cover specific disciplines (i.e., SCOTUS blog for Law). Which on-line journals do you follow? Consider checking with your colleagues to see where/how they keep abreast of topics related to their discipline.
* **Social Media**: Do you have a Facebook, X, Bluesky, Instagram or any other similar account? Please share your handles so we can cross-promote via our own outlets. You might also consider listing your book, with a link to our and Amazon’s web pages, in your email signature line.

**6. AUTHOR APPEARANCES:** Have you scheduled any lecture, speaking, or other book-related appearances to coincide with your publication date? We are happy to support you by working with event coordinators to provide promotional materials and investigate opportunities for on-site book sales. Please provide us with the appropriate name and contact info at least **3-4 weeks prior** to these events.

**7. WHICH CONFERENCES WILL YOU BE ATTENDING DURING THE NEXT TWO YEARS?** Are there any additional conferences at which your book is especially well suited to be displayed? Please include dates and locations, when available, and denote conferences you will attend with an asterisk (\*).

**8. ARE THERE ANY AWARDS FOR WHICH YOUR BOOK MAY BE ELIGIBLE OR ESPECIALLY SUITED?** The Press will nominate your book for three to five awards; beyond that, authors/editors are welcome to purchase books with their discount and make further submissions on their own. Generally, the Press does not submit to awards with entry fees.

**9. LIST PROMINENT PERSONS (SCHOLARS, AUTHORS) WHO MIGHT GIVE US AN ADVANCE COMMENT TO USE IN PROMOTION:** Indicate with an asterisk (\*) any you know personally and elaborate if necessary. Please provide e-mail addresses if possible.

**10. YOU WILL BE CONTACTED 4-6 MONTHS BEFORE PUBLICATION TO COLLECT A LIST OF THOSE WHO SHOULD RECEIVE AN EMAIL ANNOUNCEMENT ABOUT YOUR BOOK (with a discount code):** In anticipation, please start collecting email addresses of professional colleagues, friends, family members, and other interested parties for an emailed announcement.