UNIVERSITY OF
PENNSYLVANIA
PRESS

MARKETING GUIDE

Welcome to the University of Pennsylvania Press!

Penn Press has been in operation since the late nineteenth century. One of the first books we published, in 1899, was W.E.B. Du Bois' landmark *The Philadelphia Negro: A Social Study*, which remains in print today. Today, we publish upward of 140 new books and periodical issues a year, with an active backlist of more than 3,000 titles. Your book is the latest to join Penn Press's distinguished list.

It's never too soon to start thinking about Marketing! From review outlets to social media to that Marketing Questionnaire that needs to be completed *right now*, this guide is a primer for what you can expect from us in the months to come and beyond. We hope you'll also find it to be a valuable resource for what you can do to help promote your book.

3905 Spruce Street | Philadelphia, PA 19104
215-898-6261 | www.pennpress.org

LIFE CYCLE OF A BOOK

ACQUISITIONS

proposal

submit **manuscript**

peer **review**

approved by editorial board

launched into editorial department

EDITORIAL, DESIGN, AND PRODUCTION

10–12 months

copyediting and author review

4–5 months

typesetting and design

1.5–2 months

page proofs ready for proofreading, indexing, and final author review

2–3 months

book is printed and shipped

2–4 months

MARKETING

1 month

book in warehouse
backorders ship
review copies ship

publication date
book announced
book in stores

promotion continues:
reviews
exhibits
awards
ads & direct mail

UNIVERSITY PRESS OF FLORIDA

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make information beautiful

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You submitted your final manuscript; now what?

The graphic on the previous page illustrates the three stages every manuscript goes through on its way to becoming a book. When you signed your contract and submitted your final manuscript, you completed the "Acquisitions" phase. It can take anywhere from a few weeks to a few months to transition into the "Editorial, Design, and Production" (EDP) stage. If your book has a complex illustration program, missing pieces, formatting issues, or copyright complications, it may take extra time to transition. You can ensure this process moves as quickly as possible by submitting all copyright permissions and pieces of your manuscript to your Acquisitions contact in a timely fashion. Once your manuscript is successfully transmitted from "Acquisitions" to "EDP," you will receive an email from the managing editor who will guide your manuscript through editing, proofing, and indexing.

Don't be surprised if over a year goes by from the time you receive the email notifying you that your book has entered EDP to when you see your book for sale in a bookstore (or on Amazon.com). Eleven to fifteen months is a typical timeframe for this process, but many factors can impact the production schedule. The life cycle graphic is intended to give you an overall picture of the process and a general sense of the timeline, but you should always consult with your managing editor about your book's particular needs and deadlines.

The third stage of your book's life cycle, Marketing, begins when your book is available for purchase on its publication date. **The publication date is the date that we announce in our publicity materials, including catalogs, and should be the date that you use for your promotional activities, especially when planning events.**

First Things First: The Marketing Questionnaire

If you haven't already done so, please complete the Marketing Questionnaire. As you read through this guide, you will see that all of the information you provide on the questionnaire serves as a starting point for the marketing activities undertaken by Penn Press in support of your book.

It All Starts With Metadata

Metadata is the information that describes your book and gives a bookseller, library, or reader an accurate preview of your title's content. Readers are increasingly adopting a search online first approach, even for in-store purchases or library borrowing. Browsing a list of search results or a book's web page mimics a reader walking up and down the rows of shelves in a bookstore or library, picking up a book, scanning the pages, seeking out their favorite contributors, eyeing the art, and selecting the book that interests them the most. When a reader encounters a book's page on a bookseller's website or a library portal, they expect to be able to get a clear idea of what they would be buying or borrowing almost instantly.

Your book's metadata is used by algorithms to understand what the book is about. Typically, online booksellers and book websites, including Penn Press, return search results based on the following key metadata elements:

- title
- author
- ISBN
- keywords

Additional metadata elements used to generate search results include:

- series
- subtitle
- subject
- format (e.g. hardcover or ebook)
- descriptive copy

A Note on Descriptive Copy

Descriptive copy—the text that introduces your book to potential readers, faculty members, bookstore buyers, sales representatives, and library purchasers—is both an essential part of metadata and an important marketing tool. Copy is included in the metadata distrbuted by the ONIX feed and featured in promotional materials such as catalogs and flyers. The descriptive copy also serves as the basis for the text that appears on your book's cover or jacket.

How Does Metadata Travel From Penn Press to the Wider World?

Penn Press uses ONIX to make your book's metadata public and available for online searching in advance of your pub date. ONIX is an industry standard protocol that everyone in the book industry agrees to use to distribute and display information about books: from publishers to wholesalers to bookstores to Amazon. Your book's basic bibliographic information, including title, subtitle, author, publication date, ISBN, and price, is exported and formatted by Penn Press according to this protocol so that industry partners can accept and reformat that same data to meet their needs. We distribute the ONIX feed on a bi-weekly basis, and, over time, additional information such as descriptive copy, table of contents, and cover image, is added to the metadata. As more information becomes available, including awards or published review quotes, the biweekly distribution of the metadata continually updates online sites where your book appears.

Book Sales

Penn Press books are distributed around the world to wholesalers, libraries, and bookstores. Depending on the location of the customer, our books are shipped from warehouses in the United States or England. We have agents who visit bookshops in the United Kingdom, Europe, Canada, the Middle East, Asia, and North and South America.

Many of our books are also available as e-books through Amazon Kindle, Apple iBooks, Barnes & Noble Nook, JSTOR, Google Editions, Kobo, and the University Press Content Consortium.

Catalogs, Flyers, and Postcards

Seasonal Catalogs

We will announce your book in one of our two seasonal catalogs—either in January for spring books (publication dates January through June) or in June for fall books (publication dates from July through December). The seasonal catalog is an essential tool for our sales representatives, who call on independent bookstores throughout the United States and around the world.

Seasonal catalogs are also distributed as a PDF to more than 4,000 faculty members in relevant disciplines, major media contacts, scholarly journal review editors, and our proprietary mailing lists.

Discount Flyers

Screen-friendly flyers are created and delivered to authors for their personal use. We encourage you to share your discount flyer, which includes a 20% discount code and instructions on how to order your book, with colleagues, family, and friends. This flyer can be shared as soon as you receive it, regardless of your book's publication date, so long as your book appears on the Penn Press website and can be pre-ordered.

Postcards

Regretfully, we have suspended the printing and delivery of postcards to authors for their personal use until the resumption of in-person events make postcards a viable promotional option. If you have indicated that you would like to receive postcards on your marketing questionnaire, please note that we hope to resume providing postcards in the near future.

Email Campaigns and Advertising

Email Campaigns

Shortly after it is published, your book will be featured in a monthly new book announcement to Penn Press's mailing list subscribers, including those who have elected to hear about all new Penn Press books as well as subject-specific lists of subscribers as appropriate for your book's topic. These announcements include the book's cover image, short descriptive copy, and a link to the Penn Press website to order the book.

Advertisements

Books that are of interest to the readers and subscribers of the 20 scholarly journals published by the University of Pennsylvania Press are featured in display advertisements placed in those journals.

PENN PRESS

The Loss of the "Trades Increase"

An Early Modern Maritime Catastrophe

Richmond Barbour

"This is much more than a maritime disaster story; it is a cultural history, essential reading for an understanding of the development of early modern England."
—Stephen Orgel, Stanford University

Haney Foundation Series
2021 | Hardcover $39.95 | Ebook $39.95

Making the Miscellany

Poetry, Print, and the History of the Book in Early Modern England

Megan Heffernan

"By decentering the author as the imagined source and originator of the poetry collection, Megan Heffernan is able to attend to the agency of stationers and compilers, as well as the agency of poetry itself."
—Jenny C. Mann, author of *The Trials of Orpheus*

Published in cooperation with the Folger Shakespeare Library
2021 | Hardcover $65.00 | Ebook $65.00

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Biblical Interpretation, Literary Culture, and the Political Imagination from Erasmus to Milton

Thomas Fulton

"Fulton's magisterial study shows the complex and reciprocal ways in which the English Bible informed the early modern political imagination. *The Book of Books* is a model of thorough and superb scholarship in every respect."
—Laura L. Knoppers, University of Notre Dame

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2021 | Hardcover $75.00 | Ebook $75.00

The Erotics of Materialism

Lucretius and Early Modern Poetics

Jessie Hock

"Where much of the scholarship on Lucretius and the early moderns examines his contributions to philosophy and science, Jessie Hock's brilliant book suggests powerful and far-reaching ways of engaging the specifically poetic aspects of Lucretian philosophy."
—Elizabeth D. Harvey, University of Toronto

2021 | Hardcover $59.95 | Ebook $59.95

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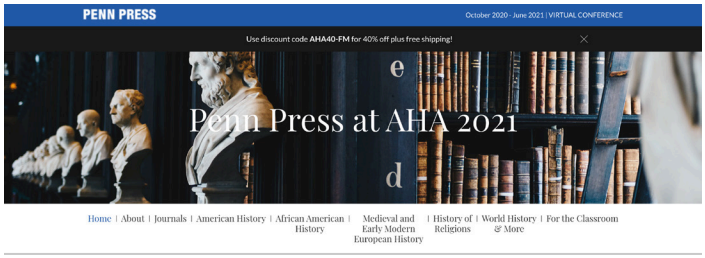
Exhibits

In past years, we have had a dedicated booth or table at approximately twenty-five major academic and association conferences. And we look forward to resuming our presence at in-person conferences again in the future. However, until then, we are continuing to feature your book at relevant conferences using virtual methods. Instead of physical booths in large exhibit halls, Penn Press creates dedicated "microsites" keyed to coincide with academic conferences that display the books and offer the same discounts we would have offered to visitors to our conference exhibit booth. We also maintain a virtual presence on the websites of sponsoring academic organizations.



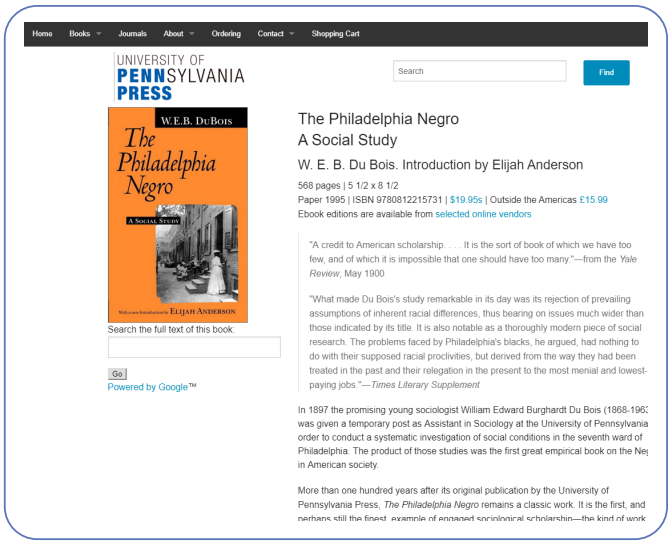
Welcome to Penn Press's AHA virtual store

For meetings that Penn Press does not attend, either in person or virtually, nor create a devoted microsite for, we continue to have contracts with cooperative book services, such as Scholar's Choice and Association Book Exhibit, that display our books on a fee-per-title basis. For small, often region-specific meetings that are not on the regular schedules of the book cooperatives, we will contact the conference chairpersons directly to ask about the possibility for book display.

The exhibit plan we put together for your book is based upon your suggestions, discussions we have had with your Acquisitions Editor, and our experience presenting our books at conferences in past years. If you're attending a conference and would like to discuss promotional opportunities, please contact us at least two months before the conference, so that we have time to explore options.

Penn Press Website

Near the start of the season in which it is released, your book will have a page on our website that includes a cover image, descriptive copy, a brief author biography, series information, and prices. Once your book is available for purchase, it will also link to a page that includes the book's table of contents as well as a brief excerpt, allowing potential customers to preview the book.



The Penn Press Log

We also have a blog, the Penn Press Log, where we post monthly new book announcements, guest posts from authors, a page promoting upcoming author events, and other Penn Press news. All authors are offered the opportunity to write a blog post about their book as a part of its promotion. Blog posts tend to be similar in length, in the range of 600 to 1200 words, but vary significantly in approach. We have had authors write summaries of their book's major insights and arguments; analyses of current events or pop culture through the lens of their book's topic; personal accounts of their writing or research process and/or "how-to" guides for different types of research; and many more other creative pieces of writing. When your book is published, we'll reach out to you to see if you're interested and to work with you on ideas for posts.

Social Media

Penn Press maintains public profiles on Facebook, Twitter, and Instagram—follow us if you are active on social media! We frequently promote links to authors' events, op-eds, profiles, blog posts, book reviews, and more, so please tag us and keep us informed of any of the above!

Facebook

https://www.facebook.com/PennPress/

Twitter

https://twitter.com/PennPress

Instagram

https://www.instagram.com/pennpress/

"I really, really enjoyed your hype."

Liza Donnelly/The New Yorker Collection/The Cartoon Bank

Publicity

Review Copies

When the full shipment of your book arrives in our warehouse, we will send review copies to a customized list of academic journals that we will determine with you. We also supply review copies upon media and author request (at the Press's discretion). Based on the type of book, its subject matter, and potential for reaching a broad audience, we may also send review copies to mainstream media, major review publications, and niche outlets. Please note that we allocate a limited amount of gratis copies for review purposes, so our goal is to ensure that we put them to the best possible use!

Reviews

Reviews in academic journals can often take more than one to two years to publish. When we receive reviews, we will post positive excerpts on the book's webpage and upload them to Amazon and Barnes & Noble. We will also archive all reviews and send them to you on a periodic basis. If you come across a review of your book, please share it with us. It is common for authors to see a review in a scholarly journal before the journal sends tearsheets to publishers.

Events

Let us know if you are planning events in support of your book! Events may be hosted by a campus department, historical or related organization, or bookstore, and should only be planned for dates after your book's confirmed publication date. As early as possible, remember to ask your event organizer about book sales. If they need assistance with an order, you may put your contact in touch with us, and if you need to sell your own books—which many of our authors do—you can order copies via the Penn Press website using your 40% author discount (PAUT). And if you provide all event details, no later than two weeks before the event, we will promote it on our website and social media. Throughout the event-planning process, we recommend that you check in regularly with your managing editor to confirm your book's publication date.

Sample Timeline for Planning an Event

6 Months Prior to Confirmed Publication Date

It's time to start planning! Reach out to bookstores, campus departments, and/or associations/institutes/groups related to your book's subject where you might like to speak and sell books. Please remember to confirm your publication date with your managing editor and to make sure any events you plan fall after your confirmed publication date to ensure there will be time for books to ship from our warehouse to your event venue. Consult the *Virtual Promotion Quick Reference Sheet* (see Resources) for specialized information about virtual events.

As Soon as Your Event is Confirmed

Let the Publicity Manager know and provide as many details as possible for promotion (date, time, hosting organization, venue address, phone number for public queries, event URL or flyer, and any ticketing/admissions information).

2 Months Prior to Event

Be sure that you've asked your event host/organizer how book sales will be arranged and discuss with the Publicity Manager.

1 Month Prior to Event

Confirm with event organizer that books have been ordered or will be ordered shortly. If you are selling your own books, make sure to place your order via the Penn Press website.

> You'd be surprised how often we're asked if authors should invite people they know to their book events. The answer is always . . . YES! Please do invite your friends and family, alert your institutions and public relations departments, and let your students and colleagues know. Usually, your event hosts will prepare a flyer or event web page which should provide you with something to post and distribute. Whether it's via email, a phone call, or a social media post, an invitation from you will always be welcome.

2 Weeks Prior to Event

If you haven't already done so, this is your last chance to provide us with full event details to ensure that we can promote it online.

What You Can Do to Publicize Your Book

There is no substitute for author involvement! The more active you are as an author, editor, or contributor, the more we can amplify your efforts, especially post-publication. Please note there is no minimum requirement that authors must adhere to and that the ideas that follow are not a comprehensive list! We encourage you to explore the suggestions listed below to your comfort level.

Keep abreast of current events. Pay attention to news that can serve as a publicity hook for your book and let your publicist know about it.

Write. Writing an op-ed that connects current events to your book, maintaining a blog, and offering to write as a guest blogger on a blog that you read are all great ways to promote you as an author and, by extension, your book. We have a list of op-ed editors and submission guidelines that we can provide you on request.

Let your university know about your book. Reach out to your university's communications department. They will want to support you in whatever way they can and often have very good relationships with the local and national media. They can spread the word to your local community, perhaps through a feature or review of your book in a university newsletter or magazine. They can also be extremely helpful in placing op-eds, if you're interested in writing one. Tell your campus bookstore and any other local bookstores that you frequent about your book's publication. This gives them an opportunity to carry a local author's work.

Update your email signature. Paste a link to your book's web page in your email signature. This is a great way to get word of your book's availability out to members of academic listservs that often don't accept promotional news.

Mention your book in your bio at every opportunity: panels, articles, op-ed pieces etc.

Contact your graduate and undergraduate alumni magazines. Most of these publications will list books by former students.

Distribute your postcard and discount flyer to people who might wish to learn about your book at conferences, talks, and events on campus.

Remind colleagues at other universities to request that their library buy a copy of your book.

Talk to your department about planning a book event where you can read sections and sign books.

Encourage your friends and colleagues to post reviews and comments about your book on the websites of online booksellers (like amazon.com, barnesandnoble.com, goodreads.com).

If you're active on social media, **mention your book in your Twitter/Instagram bio or Facebook "About" section**, and feel free to begin promoting your book and getting involved with online conversations about related topics.

Put information about your book on your departmental website, including a link to the book's web page and a cover image (when available), and consider setting up a website for your book if you're able and interested.

Set up a free account through Amazon Author Central before or when your book is released: https://authorcentral.amazon.com/. Using this account, you can create an author page with a bio, which is useful for promotion, but you'll also be able to file help tickets with Amazon if any issues arise with your book's Amazon page.

Still Unsure How to Start?

We have put together on the following page a sample timeline shows how you might spread out promotional activities, both leading up to and after your book's publication.

You can also consult the Resources page for links to additional tips and how-to guides for virtual promotions, social media, Amazon Central, and more.

Sample Self-Promotion Timeline

1 year prior to pub date

If you don't use social media and would like to join the online communities in your field(s), consider making accounts now to allow ample time to learn the tricks of the trade and build an audience before your book is released. If you already use social media, now could be an opportune time to make your first announcement about your upcoming book.

9 months prior to pub date

If they don't already know, inform your department and university about your upcoming book, as well as any other groups you belong to. If your department has a student-run magazine in your field, or your university has a student-run book review magazine, contacting them at this time, early in their print schedule, might allow you to place an ad for or review of your book.

6 months prior to pub date

Create your **Amazon Author Central** now so that it's finished in advance of your book's release. Gather your author biography, headshot, and any blurbs or reviews you may already have, and set up your account at: https://authorcentral.amazon.com/.

Remember this is the perfect time to start planning **events** such as author talks and book signings!

3 months prior to pub date

Now could be a good time to add the link to your book's webpage or your discount flyer to your **email signature**. If you use **social media**, you can also add it to your bio on Facebook, Instagram, or Twitter, as well as continue to share posts containing the links. This is also an opportune time to start distributing your **discount flyer** to friends, family, colleagues, and followers so they can preorder your book at a discount.

Promotional opportunities to consider after your book's publication:

Consider a podcast or radio show! Perhaps your university or organization has a student-run recording station, or you know of some mainstream podcasts related to your field.

Keep your eye on the news, both within your field and beyond it. If you see a topic which your present book addresses, relates to your next book, or simply interests you, consider writing an op-ed or Internet article about it. Remember to include your present book in your bio.

If your book relates to an urgent, contemporary cultural moment, consider hosting a moderated discussion or a reading group.

Consider submitting your book for consideration for prizes awarded by regional or special interest societies.

Keep us in the loop! Notify us of awards your book has won, reviews your book has received, op-eds you have placed, and events you may have planned!

Resources

Virtual Promotions as a result of COVID-19

The *Virtual Promotion Quick Reference Sheet* is a supplement to this Marketing Guide, specifically tailored to the opportunities and challenges presented by COVID-19. This is the best source of information for planning and participating in virtual events using a platform such as Zoom.

If you did not receive the quick reference as a supplement to this guide, you can download it from our website, here.

Social Media

You can find some basic tips on building a professional social media here: https://www.waldenu.edu/programs/resource/how-to-use-social-media-professionally.

And if you want to take it to the next level, you can find some tips on further developing your online presence through social media here: https://buffer.com/resources/social-media-strategy-personal-branding-tips/.

Amazon Author Central Account

For advice on setting up your page and making it the best it can be, try this guide: https://kindlepreneur.com/amazon-author-central-page/.

Tips for Guest-Starring on a Podcast:

Love the idea of being a guest on a podcast but have no idea where or how to make it happen? Then this link is for you: https://designyourthinking.com/16-podcast-guest-tips/

Already booked a gig on a podcast and couse use a refresher? Then check this out: https://www.forbes.com/sites/sarahrheawerner/2017/01/22/15-tips-for-an-on-point-podcast-guest-appearance/#701aca585508

Frequently Asked Questions

Will I get to see my book's cover?

If you have questions about your book's cover design, please contact your editor.

Will my book have blurbs on its cover?

If you have questions about your book's pre-publication blurbs, please contact your editor.

My book has already been published, and I received a very complimentary note from a scholar in the field. Can I add it to my promotional copy as a blurb?

If you received permission from the writer of the endorsement for Penn Press to distribute the quote publicly, then please feel free to send it to the Publicity Manager. We can add it to the Penn Press website and to the data feed that updates external sites. Please note that blurbs may be supplanted in our publicity materials by quotes from reviews published in journals.

I plan to attend a conference before my book is released. Are there ways that I can still promote it?

Yes! We encourage you to distribute your discount flyers and promotional postcards if your book is not yet available for display. Please contact the Marketing Assistant for these materials if you have not already received them, and keep in mind that we need a month's notice before the conference date to allow time to create and send the promotional materials.

Can I get copies of my book for conference panel participants who are discussing it?

If your book will be the topic of a panel discussion at a conference or campus roundtable and you would like copies for participants, our policy is as follows: If your book will be for sale at the conference or event, either at a Penn Press booth or via another vendor, we will send up to 5 gratis copies of your book to participants. If your book will not be available for sale, you may purchase books to distribute using your 40% author discount, or participants may purchase the book at a 40% discount using a code we will provide upon request.

What do I need to know about scheduling events outside the United States?

If you have scheduled events outside of the U.S., please contact the Publicity Manager so we can connect you with our sales representatives in the country where your event will take place. These reps will then contact you directly and assist with sales arrangements.

Where are my free author copies?

Gratis contractual copies are sent to authors from our Acquisitions Department. Please contact your acquiring editor if you have not received your author comps.

How do I order copies of my book?

You may order copies of your book at any time via the Penn Press website. To use your 40% discount, please use the code "PAUT" during checkout.

Does Penn Press nominate books for awards?

Every year the Press nominates books for several hundred awards. The Press has a policy of nominating each book for three awards.

We always encourage authors to self-nominate for additional awards, when it's permitted. Authors can order books for award committees from the Penn Press website, using their author discount. If the nomination process is especially complicated, you can contact the Assistant to the Director/Rights Administrator for assistance.

When a book wins an award, we update the book's page on the website to mention the award and we also share the news on social media.

When will I receive royalties?

If, by contract, you are eligible for royalties, you will receive a royalty and sales statement mailed out on October 1 every year. If you have questions about this process or your individual earnings, please contact the Administrative Assistant in our Business office: custserv@upenn.edu.

The Marketing Department

Marketing a book is a collaborative process. If you have additional suggestions or questions over the course of the publication process, please contact us. We are here to work with you!

Coming Soon
Marketing Director

Overall department management
National & international sales
Operations
forthcoming

Gigi Lamm
Publicity Manager

Review copies
Media relations
Book events
glamm@upenn.edu

Tracy Kellmer
Direct Mail & Advertising Manager

Catalogs and metadata
Exhibits program
Promotional materials
tkellmer@upenn.edu

Peter Valelly
Electronic Marketing Coordinator

Email promotion
Social media
Blog editing
Website maintenance
pvalelly@upenn.edu

Kimberly Leichner
Assistant to the Director/
Rights Administrator

Reprint permissions
Subrights licenses
Award submissions
kleic@upenn.edu

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