
ORDERING COPIES OF YOUR BOOK

CONTRACTUAL COPIES

These are ordered by your editor and will ship when the book is first released from the warehouse. Questions about those orders should be directed to your editor.

DISCOUNTS

Your author contract stipulates the U. S. discount you get for purchase of your own book. You also receive a discount on all other books published by Rutgers. All author orders must be prepaid. See below for ordering information from all our distributors. Our international distributors have their own author discount policies.

DISCOUNT FLYER

We provide a flyer to promote your book. It offers discount codes for friends and colleagues to order online or by phone. Feel free to let people know the codes in social media or in email. You may send the flyer to your librarian or your department, or take it to scholarly book talks, etc., but please don't give it to bookstores as they have their own special discounts.

LARGE ORDERS

If you plan to order more than 50 copies of your book, it is very helpful to let us know **as early as possible**, ideally 3 months prior to publication.

EVENT ORDERS

Please give us as much possible notice for event orders; ideally, at least 4 weeks in the US. If an event is abroad, allow at least 6-8 weeks. You are usually not responsible for ordering books for event venues such as bookstores, but some smaller venues may prefer you to bring copies of your book. Check with the venue well in advance. For more information on events, see the Author Events FAQ.

PREORDERS

Preorder from us at any point after our seasonal catalog has gone live or you see your book on our website.

U.S. ORDERS

Chicago Distribution Center
11030 South Langley Avenue
Chicago IL 60628

orders@press.chicago.edu

Phone: +1 800 621 2736 (USA/Canada)
+1 773 702 7000 (International)
Fax: +1 800 621 8476 (USA/Canada)
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Hours: Monday through Friday, 7:30 am to 4:30 pm
US Central Time (UTC/GMT -6)

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CDC will ship worldwide, but as shipping costs are quite expensive when shipping abroad we recommend you use one of our international sales partners. Books will be delivered much faster, too. Our international partners may offer a slightly lower discount, owing to currency fluctuations and regional prices. Even so, you will save money by not having to ship internationally.

CANADIAN ORDERS

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Toronto ON Canada M3H 5T8

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Fax: +1 416 667 7832 or +1 800 221 9985

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<https://www.ubcpres.ca/rutgers>

ORDERS OUTSIDE THE AMERICAS
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HG1 5LQ

enquiries@combinedacademic.co.uk
Phone: +44 (0)1423 526350

Combined Academic Publishers bookshop.
www.combinedacademic.co.uk

USEFUL CONTACTS

All general marketing questions should be directed to Kiely Schuck (see contact info below) who will gladly get you the answer, or direct you to the right person. Specific questions can be directed to the appropriate individual. See the summary of responsibilities below.

Jeremy Grainger, Sales and Marketing Director jeremy.grainger@rutgers.edu

Directs all marketing efforts and overall strategy. Responsible for sales in all markets including retail, wholesale, library, association sales, specialty sales, bulk sales, domestic and international sales teams. Oversees sales representatives who sell to independents as well as our international sales teams. Responsible for distribution of information that appears on retail vendor sites. Approves cover designs, some copy, and advertising. You may also receive email from our marketing and sales intern, marketing@rutgersuniversitypress.org

Sarah Fitts, Publicity Manager sarah.fitts@rutgers.edu

Manages publicity campaigns, including press releases, review lists, e-galleys, and provides publicity updates. Responsible for all media outreach, events, and author appearances. Approves some copy. You may also receive email from our publicity intern, publicity@rutgersuniversitypress.org

Brice Hammack, Senior Promotions Manager bhammack@rutgers.edu

Creates direct mail, electronic, and course-adoption campaigns. Maintains the RUP website, direct marketing to subscriber lists, associations, and organizations. Designs author flyers, print materials, posters, and ads. Resolves metadata and website issues. Creates virtual exhibits on our website. You may also receive email from our marketing and sales intern, marketing@rutgersuniversitypress.org.

Kiely Schuck, Marketing Assistant kiely.schuck@rutgers.edu

Coordinates catalog and jacket copy, as well as award submissions and requests, and coordinates and designs social media. Coordinates all RUP exhibits at academic and trade conferences, as well as local displays and events on Rutgers University campus, and displays with cooperative exhibit services at conferences we do not attend directly. You may also receive mail from our marketing intern, marketing@rutgersuniversitypress.org.

FREQUENTLY ASKED QUESTIONS

Shouldn't I just link to my book on Amazon?

No. We can't stress this enough. Privileging one retailer over another inhibits our ability to sell your book to other accounts. If you, for example, send an Amazon link to your local independent bookstore they aren't going to look kindly when you ask them to stock your book!

Being vendor-neutral to maximizes sales and exposure for your book. Privileging Amazon just makes them bigger. There are [many good reasons to support independent bookstores](#).

To whom should I link then?

If you are adding only one link, it is best to link to your book's page on our website. We suggest you include such a link in your email signature.

If you are creating a web page for the book, or listing it on your campus or organization's web site, we suggest a minimum of five links: RUP, Amazon, Barnes & Noble, and two sites which serve US independent bookstores: [bookshop.org](#) and [IndieBound.org](#).

If you anticipate a lot of interest abroad, please link to your book's page at our partner Combined Academic Publisher's bookstore, [www.combinedacademic.co.uk](#). If you are in Canada, you'll want to include Indigo, your local favorite shop, and your book at [http://www.ubcpres.ca/rutgers-university-press](#).

Consider linking directly to your favorite local independent bookstore, but be sure to let them know, so they'll stock the book! Cultivate a positive relationship with them. For starters, shop there!

Here is a good example of an author linking to multiple retailers:

[http://www.guyslikemebook.com/](#)

But can't people preorder my book from Amazon?

Yes, but they may also preorder it from other websites as well, including from us directly. In fact, if they preorder from us, they'll get the book sooner!

Are you suggesting you'll create a website for my book?

No, nor is it necessary for you to have one!

We are aware that many departments have web pages for their faculty and affiliates to list their CV, courses, publications, etc.

We're sorry we don't have the resources to create individual book websites, but we're happy to include them in our publicity and marketing efforts if you create one. Many academic departments and organizations can help you do this and setting up a simple site is fairly easy these days. Have a look at Google sites or check out a good blogsite like Tumblr or ask a student to help. You can also create a public profile as well as create and host simple WordPress websites for free on the Humanities Commons platform: [https://hcommons.org/](#)

What if I find an error or information missing from my book description on a website such as Amazon or Google?

We send updated information to all our retail and wholesale accounts weekly, feeding the data you see on sites such as Amazon, Google, Barnes & Noble, IndieBound, et.al.

Our own website is updated daily. Sometimes the data is not properly ingested by a website and consequently

you may see mistakes, strange characters, missing information such as covers, formats (hardcover, paperback) or recent reviews. Please let us know if you spot errors. We may be aware of it already, but sometimes we are not. Be aware that some sites are fed by other data providers, so a change might take a couple of weeks or more.

For specific data issues:

- If there is something missing or wrong with the **book's description**, please contact Kiely Schuck.
- If your **book cover** is missing, please contact Brice Hammack.
- If a **review or endorsement** is missing or incorrect, please contact Sarah Fitts.

Some online retailers, like Amazon, allow me to add my own information. Is that OK?

Amazon allows authors to set up their own author pages in Author Central. We urge you to do so as this will raise your profile at Amazon and help promote your book. We have found that setting up an author page through Author Central can facilitate access to Amazon staff members which can be helpful. However, **if you see an error in your book page at Amazon, do not contact Amazon. Contact us instead.** Amazon, like other retail partners, receives a data feed from us and contacting Amazon directly can result in data feed interruptions.

What about my Amazon ranking?

Most authors have questions about the Amazon rankings and information regarding the stock availability as posted on Amazon. It is important to remember that Amazon has lists which are very specialized and there may only be a few books in a group. Nonetheless, it is still a terrific accomplishment to be number 1 in a category, bear in mind that the sales related to those rankings may be much smaller than you think and these rankings are recalculated automatically several times a day. Also, to reiterate, it is important to remember that Amazon is NOT the only place your book is sold!

Where is my book in the bookstore?

We present your book to appropriate buyers of both national and independent bookstores as well as several online retailers. Almost all books are stocked and listed at national online retailers such as Amazon and BN.com, as well as at national wholesalers who supply online sites, bookstores and libraries. Securing space for scholarly titles on a physical bookshelf is very difficult. Some top national bookstores in the country will stock a few copies of your title. Many independent bookstores will stock one or two copies and replenish according to demand. We absolutely encourage you to reach out to your local store, and we do alert our sales force to author hometowns and college affiliations. Please be sure to keep us updated on this information if you move or change jobs.

How can I tell my local store or college store about my book?

The best way is by asking for a manager or buyer, but people are often busy, so it might be best to send them an email with a link to our website page, or to email or drop off a copy of that page from the catalog.

Don't give them your author discount flyer, and don't give them the Amazon link — both ways are sure to "turn off" an independent bookstore!)

You might suggest that you are available to do a book talk or a signing, and that you have friends and colleagues you will send to the store. Independent bookstores love local authors and might even have a section for them. Similarly, your college store might have a section for faculty authors. It is important to be friendly and polite, and not to be a pest. ;-) They will be more welcoming if you are a regular customer, so shop there!

If your book is a scholarly monograph or an edited collection, a smaller store will be less likely to carry it. If they mention that the discount is too low (or "short discount") suggest that they contact their regional Rutgers sales representative who can give them a better discount or ask them to contact Jeremy Grainger directly. You can see our list of sales representatives here, and give this link to a store. <https://www.rutgersuniversitypress.org/sales-representation>

Please do not contact the rep yourself, allow us to do that. **Please also do not discuss discounts or sales terms** with retailers. We'll do the best job we can to help you get a book into stores, but, ultimately, the store's buyer will make that decision.

What if my college store is a Barnes & Noble or a Follett's store?

B&N College Booksellers (now B&N Education) does a good job of making sure that they stock faculty or other authors affiliated with their university. Follett's stores do less well. All of these chains are supplied data that lists author affiliations and localities, but they do miss things, so a friendly interaction with a manager or store staffer can help. Their ability to stock a book may depend on the size of their store and whether they can order directly or must do this through the head office.

My local bookstore is a chain store (B&N, Books-A-Million, Indigo, etc.), what do I do?

The same information applies. If a staff person tells you they cannot order the book because it is “short discount,” offer to do a signing or event, or suggest they place a direct order with CDC (or the distributor serving that country) and call it an event order. Or suggest they contact Jeremy Grainger directly.

My book just ran out of stock on Amazon or another website.

Congratulations! This is good news. Your book is selling! They will be reordering soon; this is an automatic process and there is no need to contact us.

At larger bookstores the reordering process is automatic, and we have little to do with their projected sales or stock levels. We do inform them regularly on upcoming publicity, new reviews, or events, but if you are aware of something that may boost sales, please let us know as far in advance as possible. Amazon is more concerned with stocking items other than books; this is another reason we ask you to consider not privileging them.

How do I obtain marketing and sales updates?

Upon request, Sarah Fitts will send you an update of the promotional activities for your book including ads and reviews, but please be mindful of our staff's time. If you get an important review, we will send a copy of it to you immediately.

Sales statements and royalty checks are mailed annually for the preceding calendar year at the end of March. These are sent by the business office.

We do not provide sales information until at least six months after publication, and you should contact your editor for that information.

What about web media and blogs?

There may be many websites that are relevant and are a good fit for your title. We encourage you to let us know about specialty blogs or sites, especially ones where you might have a connection. Certain blogs are becoming critical reading for certain fields. If you want us to contact such blogs, be sure to include that suggestion on your Marketing Questionnaire. The publicity department treats blogs and websites like any other media source and includes them in outreach.

Search results: Why does my book appear first on some websites and further down the list on other websites?

Every search engine attempts to yield the most relevant content in relation to the keywords that are typed into the search box. Every search engine also uses its own search algorithm to determine the relevance of the search term you have entered. For example, this means that certain books may show up higher on google.com as opposed to yahoo.com.

When we create the marketing plan for your book, we analyze the book's content and we solicit your input to pick the most important and relevant keywords. We then incorporate these keywords into the structure of your book's metadata. In this way, we make every attempt to elevate your book as high as possible on the search engine results. We cannot guarantee that your book will show up in the first few search results, but that is our goal during our marketing planning. If you see something wrong with the way your book is appearing on an outside website, please let Brice Hammack know. Sometimes we can make minor adjustments that will improve its position. Once we make those modifications, it can take several weeks for the search engine to correct itself. The same is true of corrections we make on Amazon.com and BN.com.

Will my book have an ebook edition?

Yes, provided that you have granted us the rights and cleared appropriate permissions. Please be mindful that ebooks come from many different vendors and platforms. Amazon's Kindle isn't the only reader out there, and it is a closed system. Ebooks in the epub format used by other vendors (Nook, Kobo, Apple iBook, Google Play etc.) can be read on many more different platforms and devices. Many libraries now offer ebooks to their patrons. We now sell ebooks directly through our website, too.

When will my book be published?

Our website and catalog list the *publication month* – this is the month following the ship date from the warehouse, so books usually ship around four weeks to the publication date.

This date was estimated at the time the catalog was produced and the lag time is intentional in order to give reviewers a chance to receive and evaluate the book before it is received in stores. Your production editor is the best person to provide you with an intended delivery date for your book. Please be aware that any delays in schedules agreed to with your editors will adversely affect the shipping date and publication date.



When should I schedule events and signings?

It is best to schedule events during or after the publication month listed in the catalog, but you should initiate any bookings a few months before.

Event calendars usually book up 3-4 months in advance for in person events (sometimes more). Please note that in some cases, stores will be able to schedule a virtual event with less lead time than an in person event. We strongly suggest that you book events at least 30 days after the publication date. We can help solicit events as well, especially with bookstores, but often you have the contacts who can ensure an event will happen. We encourage you to work closely with us on event scheduling, but remember that we publish many books per season, so we rely on your help in this area as well.

Please keep Sarah Fitts informed about all book-related events so that we can monitor the publication date and ensure enough copies are available. This way we can work with the venue to assure timely delivery and coordinate promotion efforts. For more event-related questions, see the Author Events FAQ.

Can contributors help with marketing and sales efforts?

Yes, here are some ways:

- **Be sure we have the address and affiliations of every contributor to edited collections** – this is very important for sales information. Please keep us updated on changes.
- Be sure to pass along the discount order form to your contributors.
- Ask contributors to provide you with the names and email addresses of professors and individuals who might be interested in purchasing this book for their own use or adopting it for use in a course. These can be sent to Brice Hammack.
- Ask contributors to Like and Follow us on Facebook (facebook.com/rutgersuniversitypress) and Follow Us on Twitter and Instagram (both @rutgersupress), and to post the book to social media.
- Encourage them to adopt the book for class. Course adoption review copy request forms are on our website.
- Advise them to request that their campus library purchase a copy.

How do you use personal and professional mailing lists?

Please alert the marketing department either through your marketing questionnaire or an email of any electronic and print mailing lists available to you or relationships you have with individuals who can either review your book or influence a bulk sale to an organization. If you are a volume editor, please ask your contributing authors for their mailing lists as well so that we can include their contacts in our announcements for your book. Any mailing lists (email or postal) can be sent to Brice Hammack. We will send a new book announcement e-blast and subject area e-flyer advertising your book. In addition to our own subscriber lists, we appreciate the opportunity to include any personal email lists that you have and professional lists that you may have access to or be able to rent. We never share our list with any other organizations, businesses, or parts of Rutgers University. In the past, some of our authors have researched or paid for mailing lists, created and paid for postcards or mailers for their books, and offered to get a table at an event or conference at no cost to us. In addition to mailing lists, you should also let us know of any free or low-cost advertising to which you have access related to the topic or primary and secondary audience you are trying to reach. You may have already included this in your marketing questionnaire. If so, thank

you. As new opportunities come your way, we'd appreciate you letting us know. We may not be able to act on all of them, but it's helpful for us to know about these opportunities.

I have changed my affiliation. How do I notify you?

If the information in your bio changes please let your editor or Kiely Schuck know immediately so we can update our website and notify vendors. Please do the same for any contributors.

I have travel plans coming up, should I let you know?

Yes. If you have any significant travel plans that coincide with the book's first 3-6 months of publication, please let Sarah Fitts know. By significant, we mean any travel that will hamper your ability to respond to email or communicate during normal US business hours. If you are traveling and may be available to do book

events in another area, as much notice as possible is appreciated. If you plan to attend or present at any academic or special interest conferences, please let Kiely Schuck know as far enough in advance as possible so that she may ensure your book is on display and let you know of the possibility for a book signing.

During the pandemic many events are happening online and this is great exposure, potentially widening your audience significantly. Do be sure to let us know of such events well in advance. We will promote them. The same thing goes for virtual conference talks.

Will you nominate my book for awards?

Absolutely. Awards are a very important part of an author's post-publication process and can really help sales and publicity.

Like all publishers, we do set reasonable and appropriate policies for awards:

- We will submit to awards which we deem appropriate for your book and which we feel your book has a good chance of winning.
- Any awards you list on your Marketing Questionnaire will be evaluated against the requirements of the award and other books on our list which we plan to enter. You will be notified of any awards we choose not to submit your book to when we develop the marketing plan.
- We will submit up to 5 awards nominations. The first 5 awards you list on your Marketing Questionnaire will be submitted to; any additional awards listed will not be submitted to.
- We will submit up to a total of **10 copies** of a book for award submission purposes. Authors wishing to extend the 10 copy maximum may purchase additional copies at their author discount through Kiely Schuck.
- We're sorry that we do not have the budget to pay award submission fees. Authors wishing to be considered for an award that requires a submission fee can send a check made out to the award committee and send it to Kiely Schuck who will include your payment with the rest of the submission packet.
- RUP will mail the applications and necessary copies for submission. Please collect any additional letters of support required or recommended for award submissions. If you send them to us, we will gladly include them with our submission packet.
- Award suggestions will only be honored if they are requested a minimum of three months prior to the deadline. Please send your award recommendations to Kiely Schuck.

TIPS FOR AUTHOR EVENTS

- Start planning events as early as possible.
Many venues set their events schedules 6 months or more in advance.
- Target an audience that is best for your book.
If your book is scholarly, the best audience will be a scholarly one. If your book has wider appeal, then a bookstore or library event is possible.
- Coordinate the timing of events after the publication date.
Books ship before publication date, but take time to get to all stores. Be sure to check with us about a book's schedule when planning events.

We can help solicit events, especially with bookstores, but in our experience the contacts you already have are our best bet. We encourage you to work closely with us on event scheduling, but remember that we publish over 75 books per season, so we rely on your help in this area as well.

Please keep Sarah Fitts informed of all book-related events so that she can reach out to local media, where appropriate, and we can promote the event on social media. Please use the below event form as a guide for providing us with all the necessary details. Our website has an events calendar page and an events feature on the homepage, so with enough advance notice, we can add details of any event there, and we can send out social media and even send targeted emails with enough notice.

Event Sales

If the event is held at a store or in a bookstore's events series, they will generally order books. With enough notice, we can make sure this happens through our sales representative, but please be sure we have all of the necessary information in time. For events with organizations or institutions, please let Jeremy Grainger know at least two months in advance the details of the event (date, time, location, organizer, and approximate number of people in attendance) so that we can arrange to have books sold at the event. If a bookseller is not available, we encourage you to sell books yourself if at all possible. You may purchase books at your author discount for this purpose, and books left over may be retained by you or returned to our warehouse for credit.

If I'm ordering for an event, how many copies should I get and how shall I price them?

A good approach is to order enough books for a quarter of the estimated attendance, but know your audience. If the book is just published and you or your department is hosting a party for colleagues, you may need more copies. If the event is a few months after publication, or held at a library, fewer copies will likely be sufficient. We suggest offering a small discount at events – 20-30% is often customary, but round the price up or down, so you don't have to make complicated change. Some of our authors use a simple device that attaches to their smart phone or tablet to enable them to take credit or debit cards, such as the inexpensive Square (<http://squareup.com>). Please note: state sales tax laws vary widely, and if you sell books you may be responsible for collecting state sales tax.

Can I bring my author discount flyer to events?

Yes, generally this is a good alternative to having books there, or if you are only able to bring a few books, or if the venue doesn't allow sales. Readers will be happy to get a discount and free freight from us. However, please do not use these flyers if a bookstore or organization is handling sales – we do not want to risk alienating them by cannibalizing their sales.

My talk is at an overseas conference. How does that work?

We need more advance notice to arrange for sales – allow at least two months. We can work with our international sales partners to produce a flyer for you. Contact Jeremy to arrange. Bring some of our flyers as well for Americans who might be in the audience.



Can a representative from the Press sell books at my event?

We prefer to work with local retailers. For local events (in NYC and central New Jersey), this might be possible on a limited basis. Please understand that we have a small, hardworking staff, and we often can't be available. Again, consult with Jeremy as far in advance as possible. If you are planning an international event, please let us know as soon as possible so that we can loop in Eurospan (International, outside of North America) or UBC Press (Canada) to ensure that books are sold at the event(s). Please note that their resources for international events are limited and authors are largely responsible to make arrangements.

What about virtual events?

With the COVID crisis, events have gone virtual in a big way. This can increase audience size, but it makes it tougher to sell books via venues that traditionally handle sales, like bookstores. We can work with stores to get them stock or get our distributors to do drop shipping to their customers, or we can offer a direct discount for purchase from us. Advance planning is critical. Contact Sarah and Jeremy, so we can work with the bookstore or venue.



EVENT INFORMATION FORM

Event Date, Time, and Location:

Organizer's Name and Contact Details (both phone and email):

Who's ordering books?

- ☐ I am
- ☐ A representative from the venue, or a hosting organization (please list contact details –phone and email – below)
- ☐ A representative from a local bookstore (please list contact details, if you know them, below)
- ☐ Books won't be available for sale, but I will bring copies of the discount flyer

If the event is sponsored by a bookstore or is part of a reading series, who is the publicity contact?

Please list any links to websites with information about the event and the social media accounts of organizations/individuals affiliated with the event (i.e. bookstore, scholarly society, event host, etc.):

Additional information:

Make additional copies. One form or email per event. Send to sarah.fitts@rutgers.edu

PROMOTION IS A TEAM EFFORT — HELP US HELP YOUR BOOK!

An author and a publisher can effectively work together to create additional opportunities and sales. Here are a few suggestions from our most successful authors. In addition, please see the *Publishers Weekly* article we've included with this packet.

- Follow us on **Twitter**, **Instagram**, and other social media:

Twitter: @rutgersupress

Instagram: @rutgersupress

- If you have a website, **link to your page on our website**. Alert us and we will consider linking to your website. (If you link to retailers, link to at least five – not simply to Amazon! See the FAQ for more details).
- **Engage with the intended audience as often as possible** through blogs, the web, social networking sites, and traditional op-ed pieces. Mention the book title often in the blog so that readers can find it easily. The more often your book and name are on the web, the higher your name and book will appear in various searches.
- **Use your social media networks** to keep your followers updated on your book and how it may relate to new research and news of the day. Be sure to share these efforts with us too. The best way to do this is by contacting Sarah Fitts (sarah.fitts@rutgers.edu) or Kiely Schuck (kiely.schuck@rutgers.edu). Included below are some social media tips:
- We recommend that you create accounts for yourself as the author, not for a specific book. If you are not familiar with social media, or are limited on time, we recommend using one of your students to help set-up the pages and/or post your approved posts.
- Post regularly! This doesn't mean you have to constantly be on social media. If you have time to post every day, great! If not, that's okay! If you're pressed for time but post (for example) once every Tuesday, that's still effective.
- Be interactive—respond to comments. In the unlikely event you get a negative comment or get trolled, don't engage, delete or block them! Responding will likely make the situation worse. Just ignore it and it will most likely blow over. If not, and it escalates, contact us.
- Don't post things that seem overly self-promotional or "all about you." Your tone sets the stage. Reply, retweet, thank others for reviewing the book, etc.
- Champion other (similar) books and authors. Follow other authors/scholars in the same field.
- **Provide us with any sales and publicity contacts and leads that you have.** If you have already given us this information through your Marketing Questionnaire or an email, there is no need to resubmit it. Forward additional reviewer names to Sarah Fitts (sarah.fitts@rutgers.edu) and sales contacts to Jeremy Grainger (jeremy.grainger@rutgers.edu).
- When speaking to sales prospects, please do not quote prices and discounts. Most accounts and bulk orders will get a discount. Refer these questions to Jeremy Grainger (jeremy.grainger@rutgers.edu).
- If you have any **grant funds** that you can put toward the purchase of a specialized mailing list, creation of a postcard or additional and specialized publicity efforts, please let Brice Hammack (bhammack@rutgers.edu) know. We are happy to consider such efforts along with our own.

- Listservs and associations of which you are a part are an excellent source of sales prospects and possible journal reviewers. **Mention your book on discussion boards which are relevant to your book.** Of course, be sure to check the guidelines on any discussion list you are on before posting. Content-related posts will be taken more seriously than post which read like ads.
- If we haven't done so already, an **author flyer** will be sent to you with a discount code for 30% off and free shipping in the US. There are also discount codes for Canadian and International orders. Flyers are for individuals, friends, colleagues, conferences, libraries, and institutions. Please contact Brice Hammack (bhammack@rutgers.edu) if you have a question about your flyer.
- If contacting a store or reseller, it is best not to use the discount flyer, but to send them a copy of the catalog page or a link to it. Don't send Amazon links either!
- **Self promote** your book on your own website, in your email signature, and on your department website. Include information about your book on your Facebook page. If you would like guidance on how to do this, contact Sarah Fitts (sarah.fitts@rutgers.edu) or Brice Hammack (bhammack@rutgers.edu).
- **Ask your university to publicize your book** on their website, through your department newsletter, campus publication or alumni organization, and campus PR office. Contact any alumni organizations you are part of to see if they will feature you and your book in their alumni publication. These publications are sent to thousands of individuals, many of whom are book buyers. Please make sure we have the contact information for your alumni publications.
- **Ask your university and local bookstore** to stock your book. If your book is part of a series, ask the bookstore to carry a copy of each book in the series. Offer to sign some copies for them to sell.
- **Ask your university librarian to order a copy of the book for the library.** If your book is part of a series, ask your librarian to add the entire series to their approval plan.
- Consider doing local events and signings. Go to your local independent bookstores and local college campuses and organizations and offer to do a reading or signing. Please let Sarah Fitts (sarah.fitts@rutgers.edu) know about all of these events in advance so that we can add them to the events page on our website and share them on social media.*
- If you are participating in an event **at a venue that is not capable of selling books**, contact Jeremy Grainger (jeremy.grainger@rutgers.edu) at least 2 months prior to the event.*
- If there is a **photo, audio or video file** made of a reading or interview, please let Brice Hammack (bhammack@rutgers.edu) know so that we can post a link to this material on the webpage for your book. Please also let Sarah Fitts (sarah.fitts@rutgers.edu) know, too.
- **Consider doing a video.** If you have the resources and/or technical ability, please consider creating a three-minute promotional video. Please contact Brice Hammack (bhammack@rutgers.edu) before beginning production on your video and be sure to include the Rutgers University Press logo and web address.
- Let Sarah Fitts (sarah.fitts@rutgers.edu) know of any **publicity hits** (reviews, mentions, and book round-ups) that you find. We subscribe to several clipping services and are in contact with hundreds of reviewers but just in case we missed one, it's helpful to let us know what you hear about. As we collect reviews, we will post excerpts on various vendor sites and our own website.
- Let Sarah Fitts (sarah.fitts@rutgers.edu) know of any **travel plans** you have. We may be able to coordinate local radio or print interviews for you. We will need a minimum of two months to arrange these types of interviews. We may be able to arrange an author event as well but we need at least three months' notice to try to get a bookstore event.
- If you are a member of an organization or association, they may have a **mailing list** we can use. If you haven't supplied such a list with your Marketing Questionnaire, please let Brice Hammack (bhammack@rutgers.edu) know.

- If you are eligible for any free or low-cost advertising rates and haven't passed this information along in your marketing questionnaire, please let Jeremy Grainger and Brice Hammack know (jeremy.grainger@rutgers.edu and bhammack@rutgers.edu).
- If your book can be used by instructors, consider creating supplementary materials for classroom use. We can post these materials on our website (and feature them with a link) on the book page.

*for more information on events, see the Author Events FAQ

"Building relationships is key, but it takes time."

The Best Route for Authors to Take (When Signs Ahead Say 'Merge')

Two publicists offer directions for writers to avoid getting lost in the crowd

BY RACHEL TARLOW GUL
AND JENNIFER RICHARDS

There has been a lot of discussion, predictions, and all kinds of rumblings since the recent announcement of the upcoming merger of Random House and the Penguin Group. Our main concern is the authors who will not get the publicity and marketing attention they deserve once these two publishing giants merge.

We have noticed more and more that authors from publishers of all different sizes are feeling that they need to supplement the publicity efforts of their publishers. And they're not the only ones. Lately, we have received many referrals from literary agents who are also concerned. They don't want to miss the window of media opportunity that occurs within a month or two of publication. This feeling will be far more widespread after the merger goes through in mid-2013, when it will be next to impossible for the newly created Penguin Random House to give proper attention to all of its authors.

Here are a few easy steps authors can take to help spread the word about their new titles.

1. Create a Web site. Today Web sites are like business cards, and it's crucial to have one. It can include minimal information: a bio, description of the book, q&a with the author, and reviews. Or it can be interactive, with links to blogs and social media, and include regular updates. There is a range of costs for setting up a site, but you can create a simple one with a limited budget.



Jennifer Richards (l.) and Rachel Tarlow Gul of Over the River Public Relations.

2. Build your connections. If you haven't done so already, several months before your book is published you should work to build your social media contacts. Whether it's on Facebook, Twitter, LinkedIn, or other social media platforms, these contacts will be important when it comes time to spread the word about your book. But keep in mind that each of these social media networks works differently. Facebook is more about friends and family; LinkedIn is all about your personal and business connections (and their connections); and Twitter is not just about getting people to follow you; it's just as important to post comments and reactions to other people's, organization's, and media's Twitter feeds. All of these outlets are great places to post cover art, the press release, interviews, events, reviews, and early feedback. Building relationships is key, but it takes time, so remember to start early!

3. Write op-ed pieces. Whether you are a nonfiction author and an expert in your field or a fiction author who addresses interesting issues in your novel, there are probably several topics related

to your book that you can and should discuss. Why not try writing an op-ed and submit it to your local paper, the Huffington Post, relevant blogs, and other outlets to help build your audience? An op-ed is a great tool to include in your press kit, post on your social networking sites, and include on your Web site. It's also a great way to introduce yourself to these media outlets so they know who you are when your book is published.

4. Gather contacts in niche markets.

Several months before publication date is also an ideal time to research any niche markets and media outlets that might be relevant to your book. Is your title a mystery? romance? science-fiction? Are you a Jewish writer? Does your book have gay/lesbian characters or themes? Are there organizations or specialty museums that might be interested in hosting you for a lecture? These are just a few examples of how to think beyond the typical book channels. If your publisher doesn't have the time to do all of this legwork, then it's important for you to try to get it done.

5. Hire an outside publicist. Some of the steps described above are time-consuming. If you don't have the time, you might want to consider hiring a freelance publicist to help develop an appropriate campaign and do most of the legwork for you. An experienced publicist will make sure not to step on your publisher's toes and will be able to develop a publicity campaign that will work with your goals and budget. ■

Rachel Tarlow Gul and Jennifer Richards are the owners of Over the River Public Relations (www.overtheriverpr.com), a publicity firm they formed in 2000 after leaving Random House.