

Book Marketeer

Book Marketing and Promotion For
Authors, Bookstores, and Publishers

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Publishers and Authors,

The Book Marketeer, aka Judy Ness, formerly with the Pacific Northwest Booksellers Association, is launching a new program to enrich the marketing goals of publishers and authors interested in targeting the independent bookstore buyers of the Pacific Northwest and California. Book Marketeer E-Rep Catalog can be used to support your existing marketing plan, can replace a hard copy mailing, or be used as an on-line catalog page for smaller presses and self-publishers.

For \$100 per title, Book Marketeer includes your book in an on-line catalog page presented to 250 active independent bookstore buyers in the Pacific Northwest (Alaska, Washington, Oregon, Montana, Idaho) and 350 independent bookstore buyers in California. The bookstore buyers are invited via email to visit the Book Marketeer E-rep Catalog to review your full page listing that includes a book jacket image, title information, 100 word blurb, 50 word review, special offers (free ARC's?), incentives for initial orders (free freight, no-penalty returns with permission?), discount schedule, a publisher contact name and email, and full publisher contact information. Buyers will respond directly to the publisher contact link for more information, with questions, and for order placement.

For \$100, your listing is featured for 3 months until the next Book Marketeer E-rep Catalog is posted. On the publication/activation date an email notification will be sent to the bookstores presenting the site for their review. The bookstore buyer responds to listings that interest them via email by clicking the publisher contact link. You can gather new client information from the bookstore responses, arrange to send additional promotional material, respond with special offers, discuss author appearances, clarify any incentives offered and continue the sales process. After the 3 month period, for \$100 more, you can have a dedicated web page of the previous material posted for one year from the initial placement. No additional bookseller contact is done during this time. The page is yours to promote. Significant changes on your site will require maintenance charges to be discussed beforehand.

Comments, ideas and suggestions are welcome. The next posting will be May 5. Deadline for images, materials and payment is April 21, 2006. A preview of a sample site will be posted soon.

Deadline for materials/payment:

April 21
June 23
Sep 15
Dec 15

2006 Posting Dates:

May 5
July 12
Oct 4
Jan 3

PAYMENT CHOICES

\$100 per title per web page, 3 month duration.
\$100 for dedicated web page, 1 year duration.
Multiple titles per page, call for more information.
Special section for remainders: \$100 per title

*Checks or money orders will be accepted for payment. Pages will not be posted without payment.
Book Marketeer is not responsible for any misinformation or miscommunication on the site and will not accept liability for disputes between any parties involved and will not be held responsible for any losses. Interruption of service to the web pages for any reason will be refunded only on a prorata based on original payment, not to include any damages or loss of business.*

YOUR INFORMATION

Please complete the required information and **return via email** to judyness@bookmarketeer.com. Do not format the type except to indicate a title in italics. If blurb copy is over 100 words it will be edited.

***Special offers** can include the offer of a review copy or promotional material like bookmarks.

****Order Incentives for Small Presses and Self-Published Authors**

If you are a small press or self-published, I would suggest a special introductory incentive such as free freight and/or free return privileges on the initial order, as many booksellers hesitate to order outside the usual distribution routes unless they really need the title. Make it easier for book buyers to try your title, especially if you are requiring them to order directly from the publisher. Established authors and publishers with distribution in place may still find special offers and incentives productive.

Your Name:

Address:

City:

State:

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Phone:

Fax:

Email:

Category:

(Fiction, Non-Fiction, Children's, Biography, Regional, Sports, etc.)

Title:

Author:

Publisher:

100-word blurb:

50-word review:

ISBN:

Price:

Pub Date:

*Special offer:

**Order incentive:

Publisher contact name and email address:

Distribution (wholesalers):

Discount Schedule (for retail stores):

Terms of Payment:

Publisher name:

Publisher address:

Publisher city, state, zip:

Publisher telephone(s):

Publisher fax:

Publisher web address: (Please list the entire address, <http://...>)

If you opt for a 1 year dedicated page, please call to arrange for transfer of digital images of your logo and other branding material.