

**AUTHOR QUESTIONNAIRE: PART A**

Please type your answers to the questions on this form, “save as” a word document, and send it as an email attachment to Gary Kramer, [gkramer@temple.edu](mailto:gkramer@temple.edu).

Your Author's Questionnaire helps you help us sell your book. It is used by the Marketing Department to plan an effective promotion campaign. It is important that our personnel clearly understand the specialized information in your book quickly and easily.

Your answers to the following questions will be entered into our press-wide database and used in preparing jacket and catalog copy, and other promotional materials, as well as in answering inquiries from libraries, booksellers, review media, and others. Please use simple, straightforward language.

**1. Personal Information**

Date:

Name (as it will appear on the title page; please confirm if you are using a middle name or middle initial):

Name in Full (required for copyright regulations):

Date of Birth (for CIP information):

Proposed Title of Book:

Office Address:

Office Telephone #

Office FAX#

Home Address:

Home Telephone #

Home FAX#

Email address:

Twitter handle (if applicable):

**2. Biographic Information**

Please indicate how you would like your name and affiliation appear in our seasonal catalog, and on our website.

Former positions in order of importance for promotional purposes:

Professional and other honors and offices:

Colleges and universities attended, with degrees (include year received), and honors:

### **3. Books Published**

*Please indicate if this is your first book (Yes or No):*

*If NO, provide the following information for each of your previous books:*

Title:

Co-author:

Publisher:

Year Published:

Approximate sales:

Awards:

Other info (such as book club adoptions, paperback reprints, serializations, and foreign editions):

Other important published writings. This does not need to be comprehensive; it is meant to give us a guide to your publication history. Work related to this book is best.

*Please indicate the following for each article:*

Title of article:

Where published:

Year:

### **4. Manuscript/Marketing information**

1. Please describe the contents of your manuscript and the reasons for its importance in approximately 150 words. Bear in mind that this information will be a primary source for preparing jacket and catalog copy. Be concise and factual.
2. In some advertising, there will be space for only a one sentence description of your book. How would you suggest that sentence read?
3. Please indicate three salient features of your book that may be good "sales points" for our use. These should be descriptive points that highlight what makes your book distinctive.
4. Are there other books on the subject that we should know about? In what ways is your book different, controversial, or stimulating? Please stress the differences between your

book and each competitive one. (This information will not be used as advertising, but it is essential for our understanding and selling of your book.)

5. If appropriate, for which courses or subject areas/disciplines in the college curriculum could your book be used as a text? Do particular features answer the shortcomings of existing texts?
6. If you have any keywords we should highlight for your book that might help with search engine optimization please advise them here:
7. Do you think your book would be suitable for adoption in any courses at academic institutions in the UK, Europe, Middle East, or Africa? Please list any individuals and institutions who might consider your books as a course text.
8. Please supply a color (or if you prefer, black and white) author photo for promotional use (e.g., back cover). We request a 300 dpi jpg at least 3" tall. *Please include a credit for who took the photo.* If the image was taken by a friend or family member, a permission form is required. (Selfies and professionally made/paid for images do not require the form). The author photo is optional. Do let us know if you would rather not provide a photo so we can mark your file accordingly. NOTE: we do not use photos on edited volumes

**AUTHOR QUESTIONNAIRE: Part B**

In this section, we ask you to help us identify markets for your book. As well as information about the USA, please mark any contacts, publications, organizations, and conferences based overseas. This is for the benefit of Combined Academic Publishers, who will market and distribute your book in the UK, Europe, Middle East, and Africa. These export markets are vital to the commercial success of Temple University Press books. Please consider all the contacts you have with colleagues overseas and help us tap into their networks.

**Name:**

**Book Title:**

**5. SALES INFORMATION**

1. Please give us the **complete names and addresses** of groups or organizations whose members would be particularly interested in your book. These would be places we might approach for bulk sales of your book that are outside traditional bookstores. For example, corporate or professional organizations that you recommend we contact for bulk sales of your book. Please provide contact names and complete addresses (mailing and electronic).
2. If you have access to mailing lists to which promotional material on your book should be sent, please list here. Include the size of the list if possible. This can be academic organizations or associations. NOTE: some places have restrictions about accepting outside materials.
3. Can you suggest specific bookstores that are likely to be interested in your book, because of your relationship with them or their community or because of their specialization? Provide manager's name, telephone number, and complete addresses.
4. Do you have a personal web site, or are you planning to develop a website or Facebook page for the book that we can link to? If so, please provide the URL and the expected date it will be live (if it is not already online). We ask that you post information about your book. NOTE: As part of the promotion of your book a sample chapter or section may be posted on Temple's web site.
5. If you are active on social media, and plan to tweet about your book, please indicate hashtags and handles that might help us promote your book.
6. Do you participate in any listservs or usernet groups where we might announce the book's publication? Please include the name and email address of the moderator.

7. Do you know of any web sites or blogs that might want to feature your book? Please include the URL and appropriate contact information.

## **6. PUBLICITY**

8. Please list the most important journals and publications for your book, ones most likely to carry a review of it. (These suggestions will be used by our publicist.) You can just list the names of the publications, however, *please confirm that they review books*. (Not all journals do). In addition, if you have a contact at a publication or media outlet, please indicate that if/where applicable.
9. Please advise any podcasts (with contacts) that might be viable for interviews with you about your book.
10. Please indicate, *in priority order*, and by discipline, who we might approach for endorsements on the back cover of your book. (Do not suggest anyone who would show bias—e.g., a dissertation advisor). Our publicist will consult with you about this list prior to contacting anyone, but your suggestions are appreciated.
11. Please list the names and contact details of any distinguished/influential individuals in the UK, Europe, Middle East, or Africa who may be interested in your book. Please briefly indicate the reason you have chosen each person, and those you know personally.
12. Do you personally know or have an "in" with any major media columnists, editorial writers, interviewers, or commentators who might have a special interest in your book? Supply their names and contact information so we can approach them.
13. If applicable, please provide a list of what publications reviewed your previously published book(s), or names and contact information for journalists or media outlets that have interviewed you so we can approach them about this book if/as viable.
14. Please list any media outlets that might be interested in the news value of your book along with an angle for pitching them. (We also can work with you on placing editorials if you are keen to write them.)
15. Please list campus and alumni publications likely to carry a review or feature on your book. Please provide the name and complete address of the contact person at your university's public relations or public information office.

16. Please suggest any award/prizes for which your book may be eligible. Please keep in mind that we have a limited number of books for awards so please list those prizes where your book is most competitive. If you are a member of an organization or association that is offering a prize (e.g., ASA, APSA, AAAS, MLA, etc.) please indicate that you are a current (or lapsed) member as membership is often an eligibility requirement. Also, please note it is rare for us to submit to prizes that require entry fees.

### **7. ADVERTISING**

17. Please list in order of importance scholarly journals, magazines, and newspapers that you believe are most suitable for space/print advertising. NOTE: We have to take into account various factors before finalizing our advertising plans. However, we value your suggestions.

### **8. EXHIBITS**

18. Which professional meetings do you plan to attend where promotion of your book would be desirable?
19. List here and/or notify the Marketing Department of any interviews, appearances, forums, presentations, or other promotional opportunities as you anticipate them. Please notify us of such events at least TWO MONTHS IN ADVANCE, if possible.
20. Do you plan to travel outside the U.S. where promotion of your book would be appropriate? Please list locations below.

### **9. DIRECT MAIL**

22. Do you have access to any mailing lists, free of charge that we could use to market your book? (e.g., such as professional association memberships, web addresses, etc.?)

### **10. SUBSIDIARY RIGHTS INFORMATION**

These questions will help us determine whether your book can be co-published (most often with a British publisher) or translated and published in a foreign language. We are also sometimes able to place an excerpt, either just prior to publication or after publication, in magazines both in the United States and abroad. Not all books are suitable for the sale of subsidiary rights, but where possible it does help to circulate the work more widely and to a larger audience. While we cannot guarantee interest, we do pass information on forthcoming books to a substantial number of foreign publishers.

If you have had a book published or co-published in English by a foreign publisher would you be willing to have us contact them regarding your book? Please do not include journal articles that may have been included in anthologies subsequent to the original publication.

Short title                                      publisher                                      OK to contact

Have any of your books been translated by a foreign publisher? May we contact them regarding your book?

Short title                                      publisher                                      OK to contact

Even if your previous work has not been co-published or translated, do you believe this work may be suitable for such treatment? Please add any information that may be useful to us in pursuing these arrangements. (You may know, for example, that the Japanese, French, or other nationalities may have a special interest in your topic.)

Would the work be of interest to book clubs? If so, please name the clubs that may be interested and provide contact information if possible.

Have first or second serial rights to your work been sold? This covers excerpts in magazines before or after publication. Please describe.

Would your work be suitable for adaptation to film or television? This does happen occasionally with academic books.

**Your prompt and thorough completion of this information is just the beginning of what we hope will be a long-standing and mutually rewarding relationship. If you have any questions, please email or call, and we will contact you as soon as possible.**

**11. COMBINED ACADEMIC PUBLISHERS, LTD.**

If you have any other ideas of how your books may be promoted in the UK, Europe, Middle East, and Africa, please do not hesitate to get in touch with Combined Academic Publishers:

[www.combinedacademic.co.uk](http://www.combinedacademic.co.uk)

[publicity@combinedacademic.co.uk](mailto:publicity@combinedacademic.co.uk)

(+44) 01494 588050

Thank you very much for the information you have provided above. Your input is vital to our marketing campaigns in both the United States and abroad.