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 On the form below, please answer all of the questions as completely as possible. Note that the description of your book that you provide in question **(10)**, which will be reworked into promotional copy for the seasonal catalogue and the book jacket, is also eagerly awaited by our staff, so **we urge you not to delay filling out this form**.

A photograph of the author is sometimes needed, and it would be helpful to have one for our files (300 dpi and at least 3 inches high, with a credit line if necessary).

Please also note that not every question on this form will have relevance for every author. If a question does not apply to you, feel free to indicate “N/A” or to address the question very briefly.

We would like to stress the importance of having all of this information on one form, to be distributed and used for the various types of marketing and sales outreach that we do.  Many thanks for taking the time to complete this survey.  If you have any questions, contact your acquisitions editor. Once completed, this form will be distributed to the Editorial, Marketing, Publicity, and Sales departments.

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Title of Book:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­\_\_\_\_\_\_\_

Editor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Prepared:­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**BIOGRAPHICAL INFORMATION/ PUBLISHING HISTORY**

Name (as it should appear on the title page):

Name(s) of the co-author(s), if any:

Mailing address:

Alternate address (if any, please indicate dates/periods of residence):

Email address:

Telephone number (home):

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For copyright purposes, the following information must be given for you as well as for other authors, collaborators, editors, or translators whose name appear on the title page.

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1. Education (please include schools, colleges, and universities attended with degrees earned and dates):
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3. Please list professional or academic organizations to which you belong. Include any offices held.
4. Please list any honors, awards, and prizes you have received, with dates.
5. Please provide a brief autobiography, about 200 words, which we can adapt for use on the book jacket and/or in our promotional activities for your book.
6. Please list your previous publications, in order of importance, with publisher’s names and dates.

Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_Publisher\_\_\_\_\_\_\_\_\_\_\_Pub. Date\_\_\_\_Type of Book\_\_\_\_\_Sales to Date

1. If any of your books have been serialized, reprinted (e.g., in paperback), adopted by book clubs, made into a film, or published in foreign editions, please indicate below and include name of the magazine, book club, film production company, or foreign publisher.

Title­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Mag./Publisher/Film Company\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_

1. Name, address, phone, and fax of your literary agent (if any):
2. Name, address, phone, and fax of your lecture agent (if any):

**BOOK DESCRIPTION**

1. Please provide a brief summary of your book, in no more than 250 words, referring specifically to the following: its purpose, principal focus, and importance; its distinctive contribution to the field; and any special features with regard to its thesis, source material, methodology, or approach. ***This information is essential in preparing copy for the jacket, catalogue, advertising, and announcements for your book.***
2. Please provide any helpful background information about the book’s origins. How did the idea for your book originate? Where was the book written? Did the book involve special research or travel? How long have you been at work on this book?
3. As an aid to our sales representatives and copywriters, please list your book’s main selling points, briefly stated in one or two sentences. Please emphasize whatever is new, different, or controversial.
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	1.
	2.
	3.
	4.

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1. For excerpts or serialization: Please indicate any chapter or section of your book that could more or less stand alone, for publication in a wide-circulation publication at about the time the book is published. Can you suggest appropriate publications?

United States:

Britain:

Canada:

Elsewhere:

1. Please list the names and addresses of any members of the media known to you or who may be particularly interested in your book (e.g., editors of, or contributors to, national newspapers and magazines like the *New York Times, Wall Street Journal, The Atlantic, Newsweek/Daily Beast*; producers or hosts of programs on radio, TV, or online; etc.).
2. Do you have an active media profile? Are you invited to comment on newsworthy events related to your specialist subject?
3. Please list newspapers and magazines in which you have been interviewed.

 Publication Interviewer Date Subject Editor (if known)

1. Please list any general-interest magazines in which you have published articles (not including any excerpts from your previous books). For each entry, include name of the magazine, title of the article, date of its appearance, and name of the article’s editor. Please also indicate if you are a contributor to the magazine.

 Magazine Title of Article Pub. Date Editor Reg. Contributor?

1. Please list any U.S. TV or radio talk shows on which you have been a guest:

 Show/Station Host Date Topic Producer (if known)

1. Please provide the names and addresses of any media in your hometown or your area who should be furnished with information about you or your book.
2. Are there any specialized media (newspapers, magazines, radio, television, online publications) that might take a particular interest in your book?
3. Please list the scholarly journals, magazines, and regional or specialized newspapers most likely to review or feature your book. Also, list any local newspapers, journals, or societies that may be interested in receiving a news release about your book. Please give names and addresses for editors and reviewers whom you know personally.
4. What avenues does your institution (if relevant) have for promoting the research and publications of its academics? Please give details of the media office or promotions team, as well as any internal publications (magazines, brochures) in which your book could be featured.
5. Please tell us about your avocations, hobbies, or enthusiasms. Anything of relevance to your forthcoming book will have special significance.
6. Other than the overall subject of your book, what specific (and preferably newsworthy) topics are you qualified to discuss in interviews?
7. Do you have any upcoming lectures scheduled?

**PROMOTION INFORMATION**

1. Are there specific organizations or groups who should be alerted to your book’s publication or would respond to a direct mail or email campaign? Do you know if lists are available? If so, do you know the contact person/information for obtaining them?
2. We sometimes send proofs or advance copies of the book to prominent people and ask them to prepare remarks for use in advertising and other promotion. If we do this for your book, whom should we approach? Please list only people who have wide influence; give their positions and addresses and specify whether you know them personally.
3. Do you maintain your own email list of contacts? Please describe the nature and size of the list.
4. In which scholarly journals would advertising for your book be most effective?

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Britain:

Elsewhere:

1. Do you have suggestions for conferences where the book might be exhibited?

Should you be scheduled to present or give a talk at an academic conference in the U.S., please contact exhibits manager Ellen Freiler directly (ellen.freiler@yale.edu) at least **two months in advance** so arrangements can be made (whenever possible) to have your book on display

United States & Canada:

Name of meeting: Date: Location:

United Kingdom, Europe, the Middle East, the Far East, India, Pakistan, and Africa:

Name of meeting: Date: Location:

1. Does your book have classroom adoption possibilities? If so, as a main text or as supplementary reading, and for which courses? (Please give specific course names if possible.)

**SPECIAL SALES INFORMATION**

1. Please provide competing or related books in the field (including forthcoming books), the names of their authors and publishers, and their dates of publication. How does your book differ?
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3. Are there any organizations, professional groups, or foundations that might be interested in purchasing your book in quantity (as a premium, fundraiser, or for membership use), or consumer groups who should be targeted for direct mail and email campaigns? If you have contact information for any of the above, please feel free to add.
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**ONLINE INFORMATION**

1. Can you recommend any special websites, blogs, Internet discussion forums (listservs), or other online communities and venues that would be appropriate places to promote your book?
2. Do you have your own website or blog that can contribute to the marketing plans for your book?
3. Do you use social media or plan to use it in order to promote your book? If yes, please contact Michael Hoak (michael.hoak@yale.edu) to receive additional information on how YUP can help your campaign.