



## A Guide to Marketing & Publicity

**Welcome** to the State University of New York Press!

With more than forty years of publishing excellence and a backlist of nearly 5,000 titles, SUNY Press is honored to add your book to our list. In this guide, we will explain how we market your book and also share some marketing and publicity tips that will help you participate in promoting your book.

This is a collaborative process, and the basis for much of what we do is the marketing questionnaire you completed when you submitted your manuscript for publication. This valuable resource will help us with our promotional efforts. Thank you for your thoughtful and thorough responses, and if you have additional ideas or questions throughout the publication process, please feel free to contact your promotions manager.

## Promotional Materials

**W**e will announce your book in one of our two seasonal catalogs—either in December for spring books (published from January through June) or in May for fall books (published from July through December). The seasonal catalog is primarily a tool for our sales representatives, who call on independent bookstores and the major chains throughout the United States, Canada, and around the world.

The catalogs are also distributed to our customers, major media contacts, and the authors whose books are featured in the catalog. We also post an electronic version on our Web site and announce its availability through our opt-in e-mail lists.

Other marketing materials are produced as needed, especially for academic conferences (see Exhibits • Trade Shows).

## Sales Department • Sales Representatives

**O**ur sales department is responsible for disseminating information about your book to the three basic market segments: retailers, wholesalers, and libraries. This includes everyone from bricks and mortar bookstores (e.g., Barnes and Noble) and online booksellers (e.g., BarnesandNoble.com and Amazon.com) to wholesale distributors (e.g., Ingram and Baker & Taylor) to library jobbers (e.g., YBP Library Services and Blackwell). It also works closely with our distributor here in the United States (Books International, Inc.) and abroad (NBN International in the United Kingdom).

Our national and international sales representatives primarily service the retail segment. Twice a year at sales conferences, our sales director presents the next season's titles to them, providing the tools necessary to sell the books to the major chains and independent, college, and specialty bookstores throughout the world.

The wholesaler segment is serviced directly by SUNY Press, as the wholesalers play a pivotal role in the distribution channel, by supplying the retailer segment. The library segment is also serviced directly by SUNY Press, by working with the library jobbers, who do the ordering for libraries. SUNY Press constantly supplies data about our titles to the market as a whole, through the likes of the Library of Congress, Bowker, and Nielson BookData.

In addition, bibliographic metadata must be provided to the market segments and their component parts. This includes cover images, descriptive copy, author/editor names, pricing, discounts, publication dates, availability, reviews, publicity, and much more. For a number of online vendors, such as Amazon.com and Google, we supply electronic copies of our titles to provide full-text search and limited browsing capabilities to customers, for the purpose of driving sales.

## SUNY Press Web Site

**O**ur Web site will contain all of the pertinent information for your book: cover image, descriptive copy, author bio, series information, table of contents, prices, etc. This information is posted to the site at varying times during your book's production process. We also post the first chapter online at the time of the book's release; this allows potential customers to read it for free.

We maintain a calendar of events on our site for author events, so please keep us informed of signings, readings, or other activities you have planned that we can help promote there (see What You Can Do to Help Promote Your Book).

## SUNY Press Blog

**W**e launched a blog in early 2009, and we welcome your content ideas. We encourage you to write original pieces that connect your book to issues in the wider world; to send us book reviews, videos,

stories, and photographs from book signings; and any other news and events you feel may be blog-worthy. Visit our blog at [www.sunypress.blogspot.com](http://www.sunypress.blogspot.com).

## Online Booksellers

SUNY Press works closely with many online booksellers in order to sell our books. We work very hard to ensure that covers and descriptive information are up-to-date and accurate, but sometimes errors occur. If you notice an error for your book on a bookseller's Web site, please let us know, and we will ask the bookseller to fix the listing.

You may expect to see your book's final cover and promotional copy on Amazon.com, BarnesandNoble.com, etc. close to your book's release date.

## Electronic Marketing

SUNY Press maintains an opt-in list, broken down into subject areas of interest. Every month we send electronic mailings to our list members, by subject, highlighting new titles releasing that month. Your book will be included in at least one of these mailings, possibly more, depending on the cross-disciplinary nature of your book. These e-mail announcements consist of the book's cover image, along with short descriptive copy, and links to the SUNY Press Web site, where orders can be placed. It is essential that you sign up to receive these announcements in *your book's* subject area(s) in order for you to receive your book's announcement. You may also sign up for mailings in other areas of interest. (Please note that we do not sell or share our lists with anyone.)

## E-book Market

SUNY Press has been at the forefront of new technology/partnering opportunities as they have arisen. We were an early partner with Google Book Search and the first to launch a cobranded

publisher Web site with them. We have partnered with a number of e-book providers, especially those within the library market, and were among the first university presses to establish relationships with NetLibrary (now owned by the Online Computer Library Center, which also owns WorldCat), ebrary, and SUNY's own Office of Library and Information Services.

In the spring of 2008 we launched a digital initiative called *directtext* geared toward students. Scholarly monographs that are showcased in a prestigious, jacketed cloth edition are now made available simultaneously in an electronic, downloadable PDF edition, at a fraction of the price of the cloth. There is no more waiting for a possible paperback edition, as the e-book is immediately available, affordable, downloadable, printable, and delivered straight to a consumer's computer. These editions are perfect for classroom adoption.



## Library Market

In general, libraries do not make purchasing decisions directly; instead they utilize library jobbers such as YBP Library Services and Blackwell, who review new books and make recommendations based on individual library criteria. We provide the information and books to these companies to facilitate informed buying decisions.

As mentioned above, the Press has partnered with a number of vendors to provide electronic versions of our books to libraries.

## Advertisements

Scheduled on a seasonal basis, advertisements are placed in scholarly conference programs, journals, and magazines. We also do online advertising on Web sites, in electronic newsletters, and in digital catalogs distributed by our wholesale partners such as Ingram.

## Review Copies

We announce the publication of your book to appropriate review media and will supply complimentary review copies to them by request. It can take anywhere from six months to a year—or longer—for reviews to appear. When we receive them, we will post short excerpts on your book's page on our Web site. We also maintain a review archive; copies can be sent to you upon request. Please also share with us any reviews you see.

In addition, complimentary copies of *all* of our books are sent to the following media/special markets:

### *scholarly media:*

Book News Inc.  
*Chronicle of Higher Education*  
H-Net

### *library market:*

*CHOICE* magazine  
Coutts Library Service, Inc.  
*Library Journal*  
Midwest Library Service  
TOC Express (Blackwell)  
YBP Library Services

### *wholesale distributor:*

Baker & Taylor

## Course Adoption

Our examination copy program provides professors with copies of books that they wish to consider for classroom adoption.

## Listings

We provide information on forthcoming books to the publishing industry for dissemination. *Publishers Weekly*, a magazine aimed at booksellers, for example, has seasonal listings, as well as special calls for

information on specific subject areas, that we participate in. Similarly, we participate in seasonal listings and calls for information for magazines aimed at the library market, including *ForeWord* and *CHOICE*.

We also provide copies of all of our books to the *Chronicle of Higher Education* to be included in the new scholarly book listings in the *Chronicle Review*.

## Exhibits • Trade Shows

Each year we attend about 30 association meetings where we display and sell our books. Our exhibits coordinator arranges for your book to be exhibited at the appropriate conferences and also places advertisements featuring new titles in conference programs. For those meetings that we do not attend but wish to display books, the exhibits coordinator makes arrangements with a combined book display service, if one is available.

The marketing questionnaire you completed gives you the opportunity to list conferences that you feel are appropriate for your book, and your suggestions are taken into consideration when we develop the exhibits plan for your book. If you are attending a conference and would like to discuss promotional opportunities, please contact our exhibits coordinator *at least two months before the conference*. Our exhibits coordinator will need at least that much lead time to investigate display opportunities and to make arrangements to send materials.

We also attend many of the larger publishing industry trade shows, including Book Expo America and the London Book Fair.

## Publicity

Depending upon the type of book and its potential for reaching a broad audience, we will explore appropriate publicity venues in major media and niche markets for both print and electronic coverage, perhaps radio and television.

For trade books, we present those titles to major review media such as *Publishers Weekly*, the *New York Times*, and *BookForum*. We also develop press releases, pitch letters, advance galleys for pre-publication publicity, and organize special events as needed. For scholarly books, we explore appropriate opportunities.

## Awards

**W**e recognize the importance of book awards, and we submit appropriate titles for major awards and prizes. We monitor guidelines and deadlines for a number of awards, and we welcome your suggestions on the marketing questionnaire. Over the years, our books have been recognized as *CHOICE* Outstanding Academic Titles, a distinction that we are very proud of, and have won awards from many scholarly organizations. On our Web site, we maintain a list of books that have received awards.

## Partnering with the University Press Community

**W**e partner with our trade organization, the Association of American University Presses, for promotional opportunities. Its “Books for Understanding” program has been instrumental in disseminating information to the public on books relevant to the news of the day. Launched in the aftermath of September 11, this has become an important resource for media, teachers, and libraries.

## Rights and Permissions

**Y**our book has a viable life beyond initial sales, and we value the additional interest your book can generate through subsidiary rights. In fact, revenue—such as classroom use fees, reprint fees, serial rights, and income from selling book rights for translation—that we share with you not only supports the continuation of scholarly

publishing, it ensures the wider dissemination of your work. We take great care with overseeing the necessary balancing act between fiscal responsibility and worldwide collegial collaboration; thank you for entrusting SUNY Press with that mission.

## What You Can Do to Help Promote Your Book

**A**s the author, you are in the best position to help promote and market your book. You are, in fact, the best advocate for your book. Here are a few simple things you can do to help:

### *During the production process:*

1. Add your book’s URL address (which points to the book’s page on the SUNY Press Web site) to the signature line of your e-mails, your Web site, blog, or social networking sites, your university/professional Web site bio page, etc.

If you do not have a Web site or blog or do not belong to any social networking sites, consider becoming active in those arenas.

2. Join online listservs (e.g., H-Net), newsgroups, or forums in your field to become part of the discussion/community.
3. Tell all of your friends and colleagues about the book and direct them to your book’s Web page on our site. Ask them to spread the word as well; word-of-mouth is a powerful tool.

### *Upon release of your book:*

1. Promote the book on your Web site, blog, or social networking sites that you belong to. If you haven’t done this already, embed your book’s URL address so if people read about the book on your blog, for example, all they have to do is click to our site to place an order. In turn, we will link to

your Web site, blog, or social networking page when you provide us with the address. Consider posting videos of yourself discussing the book or being interviewed about the book. Be as creative as possible!

2. Post information about your book on online listservs (e.g., H-Net), newsgroups, or forums in your field. A posting should contain a brief description of the book and a link to the book's page on our Web site. It is always best to check the etiquette of such forums to be sure they allow for book announcements—some do not.
3. Consider scheduling readings at local bookstores. We are here to help, but it is best if the bookstore deals directly with you. Our sales manager can work with the bookstore to make sure they have enough books on hand, if necessary.
4. Contact your university news bureau and your alumni associations to encourage them to include information about your new book on their Web sites and in their publications.
5. Write op-ed pieces relating to your book's subject matter for your school paper, local paper, the *Chronicle of Higher Education*, online newsletters like Inside Higher Education, and blogs that deal with either your book's subject matter or are scholarly in nature (if your book is a scholarly book).

If your book has mass-market appeal, consider posting on blogs that deal with pop culture or mass-market topics. Look into becoming a contributor to webzines and blogs like PopMatters and Scholarly Kitchen—sites that publish reviews, interviews, and detailed essays on cultural studies. Create Wikipedia entries for yourself and for your book.

Keep us informed and we can link to some or all of these sites from our site or include information on our blog.

## One last thought...

**W**ith more than 400,000 new and revised editions published in the United States every year, it's a challenge to make individual titles stand out in the crowd. With your help, we'll make every effort to ensure that *your* book gets the attention it deserves.

## Marketing and Sales Team

### *Marketing and Publicity Department*

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