

Southern Illinois University Press

SUMMARY OF MARKETING AND SALES ACTIVITIES

Marketing copy for is circulated in-house to the marketing manager, acquiring editor, and copy editors and sent to the author for review. Copy can be based on several aspects of the marketing questionnaire and book front matter – including the preface, foreword, introduction, and postscripts.

Endorsement quotes used for marketing copy may be taken from readers' reports or may be requested from contacts made through author suggestions. Complimentary copies are sent to individuals who have supplied us with promotional endorsements.

Sales fliers are produced for each new book. Print and electronic fliers are distributed to bookstores, libraries, wholesale book dealers, individual scholars, book review media, and others by request.

Sales presentations are held periodically with major wholesale and retail accounts and sales groups.

Review copies of published books are sent to appropriate trade media and subject-area reviewers shortly before the official publication date. The list of reviewers is based on our established reviewer lists and your suggestions.

Award nominations: We nominate select books for awards that we deem beneficial. Most awards allow authors to submit their own book and we ask that you do so if you are interested in having your book nominated for additional awards. Please let us know of any awards won for which you self-nominated.

Exhibits of our trade and scholarly books take place at academic conferences. Decisions to attend conferences are based on location, anticipated attendance, and subject-area focus. Books may be displayed at meetings as part of a cooperative service but not attended by the Press. Decisions to attend or participate in specific book displays or exhibits are made on an annual basis. Suggestions for exhibits are appreciated.

Promotional materials are created for most scholarly and trade books. We will design a full-color flier that you can e-mail to contacts or list serves or handout at conferences and presentations. Tabletop posters (enlarged full-color image of book cover mounted on foam board with an easel back) are also great for conferences, presentations, or readings. Please let us know if you need any of these materials and, if so, how many.

Direct e-mail marketing: Upon publication, each title is announced in e-mail announcements to existing and potential customers. Throughout the year, new and backlist titles are promoted through seasonal, subject-area, and special announcement e-mails. All e-mails are linked to the Press website (www.siuipress.com) and shopping cart.

Course adoption: All authors are encouraged to provide a list of e-mail addresses of instructors who might adopt the book for course use. Books with considerable course adoption potential may be promoted through a company specializing in course adoptions.

Advertising of select trade and scholarly books is reviewed annually and placed in appropriate publications and conference programs. Our advertising budget is very limited and not every book will see an ad placed.

Electronic marketing: Your book will be featured on our website: www.siu.press.com. Authors are encouraged to use the link to their individual book page on the Press's website, both in their e-mail signatures and on any web pages that feature information about the author and his/her subject matter.

Social Media: SIU Press has Facebook and Twitter accounts. We'll announce the publication of your book in both venues. Please inform us asap about any upcoming reviews, awards, author events or any other "tweet-worthy" news regarding your book. Please connect with us on both social media platforms.

Author events: There are numerous author activities that can help promote your book: book signings, lectures, receptions, interviews, presentations, workshops, and op-ed articles. Although we cannot do the work of a publicity agency in setting up events, the Press will support author-initiated events through complimentary review copies and promotional materials.

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