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**Jacket and cover copy** for trade and scholarly books is generated in the marketing department and 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 author questionnaire and book front matter—including the preface, foreword, and postscripts. Endorsements for copy may be taken from readers’ reports or from contacts made through author suggestions.

**Seasonal catalogs:** are produced twice each year (December and May) announcing new trade and scholarly books for each publishing season. Books are organized in seasonal catalogs with trade titles first. Copy used in the catalog is based on jacket and cover copy. Catalogs are distributed in print and electronically worldwide to bookstores, libraries, wholesale book dealers, superstore buyers, individual scholars, book review media, and others by request. Our sales representatives use the catalog when making visits to bookstores.

**Sales conferences:** are held twice each year (December and May) announcing new trade and scholarly books to our sales representatives who then present books to major bookstore accounts and wholesale book dealers. Sales representation in the United States is through the University of Chicago Press; in Canada by Scholarly Book Services; in the Pacific Rim by East-West Export Books; and in Europe by Eurospan Limited.

**Review copies:** of published trade and scholarly books are sent to appropriate trade media and subject area reviewers shortly before the official publication date. Review copies are accompanied by news releases. The list of reviewers is based on our established reviewer lists and your suggestions. Complimentary copies are sent to individuals who have supplied us with promotional endorsements.

**Award nominations:** are submitted for consideration to the committee members of appropriate organizations. The Press maintains a list of potential awards possibilities; however, author suggestions are welcome. Nominations are based on award criteria. Our limit for entry fees is \$25 per award.

**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.

**Direct E-marketing:** The Press markets all its publications over the Internet. Upon publication, each title is announced in email fliers to existing and potential customers. Throughout the year, new and backlist titles are promoted through seasonal, subject-area, and special announcement email fliers. All email fliers are linked to the Press website and shopping cart. All authors are encouraged to provide email addresses of potential customers and instructors with course adoption potential for inclusion in our email flier program.

**Postcards:** are produced for most new trade and scholarly publications and distributed to the author for his/her personal use. When appropriate, postcards can be used for signings, presentations, and announcement mailings. Copy and design used in the postcards are based on seasonal catalogs and jacket and cover copy.

**Space advertising**<of selected trade and scholarly books is reviewed annually and placed in appropriate publications and conference programs. Suggestions for advertising are appreciated.

**Electronic marketing:** for new and backlist trade and scholarly books as well as information about the Press can be found on this website. Authors are encouraged to use the link to their individual book page on the Press's website, both in their email signatures as well as on any web pages that feature information about the author and his/her subject matter. Furthermore, we strongly suggest that authors create a website for the promotion of their books. This website could contain information on the author and promotion schedule (book signings, presentations, readings, interviews, etc.), reviews of the book, and awards garnered. Ordering information is also helpful.

**Author events:** There are numerous activities involving author participation that help promote and publicize the publication and the author of trade and scholarly books: 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.

### **SIU Press Marketing Department Contact Information**

#### **[Amy Etcheson, Marketing and Sales Manager](#)**

For general marketing and sales questions, sales rep relations, exhibiting, advertising, promotional materials, and awards program.

**[Siupresspublicity@siu.edu](mailto:Siupresspublicity@siu.edu)** For catalog and cover copy, endorsements, review copies, and publicity coordination.

**Book orders**<are handled through Chicago Distribution Center (CDC). Authors can place orders directly through CDC for personal events and promotions. For events coordinated through organizations and bookshops, authors should direct event organizers to CDC.

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