



A Guide to Marketing & Publicity

Welcome to the State University of New York Press!

With fifty years of publishing excellence and a backlist of more than 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 we appreciate the suggestions you provided in the marketing questionnaire you completed when you submitted your manuscript for publication. If you have additional ideas or questions throughout the publication process, please feel free to contact your promotions manager.

Promotional Materials

We 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 retail customers, major media contacts, and the authors whose books are featured in the catalog. We also post an electronic version on our website.

Other marketing materials such as fliers and posters are produced as needed.

Sales Department • Sales Representatives

Our 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). It also works closely with our distributor here in the United States (Books International, Inc.) and abroad.

Our national and international sales representatives primarily service the retail segment. Twice a year, we present 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.

Website

Our website 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 preview the book.

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).

Social Media

Follow us on Twitter and Facebook! We encourage you to be active participants on our social media sites. Share all of your news, reviews, videos, and photographs related to your book.

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 website, 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 opt-in lists based on subject areas of interest. Every month we send electronic mailings to list members, highlighting new titles in their subject areas that are 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 website, where orders can be placed.

We also distribute a monthly newsletter and disseminate notices about upcoming conferences that we'll be attending. (Please note that we do not sell or share our lists with anyone.)

E-book Market

SUNY Press books are available digitally, in multiple formats (Kindle, nook, etc.), and we have 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 website 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 EBSCO), ebrary, and SUNY's own Office of Library and Information Services.

We also participate in the University Press Content Consortium (UPCC) eBook Collections on Project MUSE, which launched in January 2012. This groundbreaking initiative allows our books to be distributed electronically to libraries, researchers, and students worldwide.

Library Market

In general, libraries do not make purchasing decisions directly; instead they utilize library jobbers such as YBP Library Services, 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 websites, in electronic newsletters, and in digital catalogs distributed by our wholesale partners such as Ingram and Baker & Taylor.

Review Copies

We announce the publication of your book to appropriate review media and will supply complimentary review copies upon 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 website. 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:

H-Net
New Books Network

library market:

CHOICE magazine
Midwest Library Service
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 and 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 Reviews* and *CHOICE*.

Exhibits • Trade Shows

Each year we attend about 30 association meetings where we display and sell our books. Our exhibits manager 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 manager 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 manager *at least two months before the conference*. Our exhibits manager will need at least that much lead time to investigate display opportunities and to make arrangements to send materials.

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, titles are presented to major review media such as *Publishers Weekly*, the *New York Times*, and *New York Review of Books*. 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

We 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 website, we maintain a list of books that have received awards.

Partnering with the University Press Community

We 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

Your 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

As 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 website) to the signature line of your e-mails, your website, blog, or social networking sites, your university/professional website bio page, etc.
2. Consider utilizing Facebook, Twitter, and other social networking sites to promote your book. SUNY Press can also share your news and events on these sites. We encourage you to follow us on Facebook and post news about your book and like us on Twitter.

If you do not have a website or blog, consider becoming active in those arenas as well.

3. Join online listservs (e.g., H-Net), newsgroups, or forums in your field to become part of the discussion/community.
4. Tell all of your friends and colleagues about the book and direct them to your book’s page on our website. 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 website, blog, or social networking sites. 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.

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 website. It is always best to check the etiquette of such forums to be sure they allow for book announcements—some do not.
3. Schedule 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. Be sure to let us know the details of these events so we can add them to our online events calendar.
4. 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.

5. Contact your university news bureau and your alumni associations to encourage them to include information about your new book on their websites and in their publications.
6. Encourage the librarian at your institution to purchase a copy of your book for the library's collection.

One last thought...

With 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.

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