Welcome to the University of Pennsylvania Press!

Penn Press has been in operation since the late nineteenth century. One of the first books we published, in 1899, was W.E.B. Du Bois’ landmark *The Philadelphia Negro: A Social Study*, which remains in print today. Today, we publish upward of 140 new books and periodical issues a year, with an active backlist of more than 3,000 titles. Your book is the latest to join Penn Press’s distinguished list.

It’s never too soon to start thinking about Marketing! From promotional copy to review outlets to social media to that Marketing Questionnaire that needs to be completed right now, this guide is a primer for what you can expect from us in the months to come and beyond. We hope you’ll also find it to be a valuable resource for what you can do to help promote your book.
LIFE CYCLE OF A BOOK

ACQUISITIONS

- Proposal
- Submit manuscript
- Peer review
- Approved by editorial board
- Launched into editorial department

EDITORIAL, DESIGN, AND PRODUCTION
10-12 months

- Book is printed and shipped
- Page proofs ready for proofreading, indexing, and final author review
- Typesetting and design
- Copyediting and author review

MARKETING

- Book in warehouse
- Backorders ship
- Review copies ship
- Publication date
- Book announced
- Book in stores
- Promotion continues:
  - Reviews
  - Exhibits
  - Awards
  - Ads & direct mail

UNIVERSITY PRESS OF FLORIDA

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You submitted your final manuscript; now what?

The graphic on the facing page illustrates the three stages every manuscript goes through on its way to becoming a book. When you signed your contract and submitted your final manuscript, you completed the “Acquisitions” phase. It can take anywhere from a few weeks to a few months to transition into the “Editorial, Design, and Production” (EDP) stage. If your book has a complex illustration program, missing pieces, formatting issues, or copyright complications, it may take extra time to launch. Once your manuscript is successfully transmitted from “Acquisitions” to “EDP,” you will receive an email from the managing editor who will guide your manuscript through editing, proofing, and indexing.

Don’t be surprised if over a year goes by from the time you receive the email notifying you that your book has been launched into EDP to when you see your book for sale in a bookstore (or on Amazon.com). Eleven to fifteen months is a typical timeframe for the entire process, but many factors can impact the production schedule. The life cycle graphic is intended to give you an overall picture of the process and a general sense of the timeline, but you should always consult with your managing editor about your book’s particular needs and deadlines.

The third stage of your book’s life cycle, Marketing, begins when your book is available for purchase. The book’s publication date is set approximately five to six weeks after the book is scheduled to be delivered to the warehouse. Most of the marketing department’s efforts to promote your book don’t start until after this date.

For example, if your book is scheduled to be delivered by the printer on a warehouse date of June 3, 2020, then your book would have a publication date of July 9, 2020, thereby ensuring that the physical book will be where it needs to be (bookstores, libraries, and online retailers) when people expect it to be there. **The publication date is the date that we announce in our publicity materials, including catalogs, and should be the date that you use for your promotional activities, especially when planning events.** Please keep in mind that both the warehouse and publication dates can be subject to change; check in with your managing editor for the most up-to-date information about your book’s schedule.
Marketing Questionnaire

When your manuscript is launched from Acquisitions to EDP, we send you a Marketing Questionnaire. You’re the expert on your book and how it fits into your field, so your completed Marketing Questionnaire is the single most important source of our marketing information. We depend upon your book description, comments, and suggestions to develop the strongest possible marketing plan.

Promotional Copy

Promotional copy—the 250-word-long description that introduces your book to potential readers, faculty members, bookstore buyers, sales representatives, and library purchasers—is an essential marketing tool. The promotional copy is composed in the Marketing department, based on what you submitted in your Marketing Questionnaire and your editor’s input. Once it has been approved by your editor, you will have an opportunity to review the copy. Completed copy is featured in promotional materials such as catalogs and flyers and appears on your book’s web page on the Penn Press website, as well as other online outlets such as Amazon and Barnes & Noble. This copy also appears on your book’s jacket.

At the same time we are creating the copy for your book, we are also making a data file for industry partners. This data file contains basic bibliographic information, including title, subtitle, author, publication date, ISBN, and price. We distribute the data file on a bi-weekly basis to industry partners such as Amazon and Barnes & Noble, independent bookstores, wholesalers, and sales representatives, where it will populate their sites. Over time, additional information such as the marketing copy, table of contents, cover image, bookstore categories, and blurbs, is added to the data feed. As more information becomes available, including awards or published reviews, the biweekly distribution of the data feed continually updates those sites.
Promotional Materials

Seasonal Catalogs

We will announce your book in one of our two seasonal catalogs—either in January for spring books (publication dates January through June) or in June for fall books (publication dates from July through December). The seasonal catalog is a tool for our sales representatives, who call on independent bookstores throughout the United States and around the world.

Seasonal catalogs are also distributed, as either hard copy or PDF, to more than 4,000 faculty members in relevant disciplines, major media contacts, scholarly journal review editors, our proprietary mailing lists, and the authors whose books are featured in the catalog.

Subject Catalogs

We publish seven catalogs annually in the following areas:

- Anthropology and Archaeology
- History
- Late Ancient, Medieval, and Early Modern Studies
- Literature
- Politics and Human Rights
- Religious and Jewish Studies
- Urban Studies

Your book may appear in any of the above relevant subject catalogs. These catalogs are distributed primarily at the book exhibits at academic conferences. PDFs of subject catalogs are distributed to our proprietary email lists and to faculty members who teach courses in these subject areas.

Postcards and Discount Flyers

Postcards are created and delivered to authors who have indicated they would like to receive them on the Marketing Questionnaire; discount flyers are provided to all authors. We encourage you to share your discount flyer, which includes a 20% discount code and instructions on how to order your book, with colleagues, family, and friends. Other promotional materials may be produced as needed.
Near the start of the season in which it is released, your book will have a page on our website that includes a cover image, descriptive copy, a brief author biography, series information, and prices. Once your book is available for purchase, it will also link to a page that includes the book’s table of contents as well as a brief excerpt, allowing potential customers to preview the book.

Individualized Marketing Plan

Close to your book’s publication date, we’ll send you a packet of materials that we call the Marketing Plan. This packet contains a summary of our marketing plans for your book; a copy of your discount flyer; postcards for your book, if you did not opt out of receiving them; and a copy of the seasonal catalog in which your book is announced.

Advertisements

Books that are of interest to the readers and subscribers of scholarly journals published by the University of Pennsylvania Press are featured in advertisements placed in those journals.
Exhibits

Each year, we have a dedicated booth or table at approximately twenty-five major academic and association conferences. Your book will be featured at relevant conferences. For meetings that Penn Press cannot attend, we have contracts with cooperative book services, such as Scholar’s Choice and Association Book Exhibit, which display our books on a fee-per-title basis. For small, often region-specific meetings that are not on the regular schedules of the book cooperatives, we will contact the conference chairpersons directly to ask about the possibility for book display.

The Marketing Questionnaire 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 our exhibits plans. If you’re attending a conference and would like to discuss promotional opportunities, please contact us at least two months before the conference, so that we have time to investigate display opportunities.

Email Marketing

Shortly after it is published, your book will be featured in a monthly new book announcement to Penn Press’s subscribers, including those who have elected to hear about all new Penn Press books as well as subject-specific lists of subscribers as appropriate for your book’s topic. These announcements include the book’s cover image, short descriptive copy, and a link to the Penn Press website to order the book. If you have your own email contacts that you would like to be sent a book announcement, we are happy to send one for you—we’ll be in touch near publication with more information about that. Around that time, we’ll also provide you with a PDF of the discount flyer that you are welcome to circulate via email or social media as you prefer.
Social Media

Penn Press maintains public profiles on Facebook, Twitter, and Instagram—follow us if you are active on social media! We frequently promote links to authors’ events, op-eds, profiles, blog posts, reviews, and more, so please keep us informed of any online publicity your book receives so that we can share it with the world as we see fit.

Facebook
https://www.facebook.com/PennPress/

Twitter
https://twitter.com/PennPress

Instagram
https://www.instagram.com/penn_press/

Blog

We also have a blog, the Penn Press Log, where we post monthly new book announcements, guest posts from authors, a page promoting upcoming author events, and other Penn Press news. All authors are offered the opportunity to write a blog post about their book as a part of its promotion. Blog posts tend to be similar in length, in the range of 600 to 1200 words, but vary significantly in approach. We have had authors write summaries of their book’s major insights and arguments; analyses of current events or pop culture through the lens of their book’s topic; personal accounts of their writing or research process and/or “how-to” guides for different types of research; and many more other creative pieces of writing. When your book is published, we’ll reach out to you to see if you’re interested and to work with you on ideas for posts.

Penn Press Log
https://pennpress.typepad.com/
Publicity

Review Copies

When the full shipment of your book arrives in our warehouse, we will send review copies to a customized list of academic journals that we will determine with you. We also supply review copies upon media and author request (at the Press’s discretion). Based on the type of book, its subject matter, and potential for reaching a broad audience, we may also send review copies to mainstream media, major review publications, and niche outlets. Please note that we allocate a limited amount of gratis copies for review purposes, so our goal is to ensure that we put them to the best possible use!

Reviews

Reviews in academic journals can often take more than one to two years to publish. When we receive reviews, we will post positive excerpts on the book’s webpage and upload them to Amazon and Barnes & Noble. We will also archive all reviews and send them to you on a periodic basis. If you come across a review of your book, please share it with us. It is common for authors to see a review in a scholarly journal before the journal sends tearsheets to publishers.

Events

Let us know if you are planning events in support of your book! Events may be hosted by a campus department, historical or related organization, or bookstore, and should only be planned for dates after your book’s confirmed publication date. As early as possible, remember to ask your event organizer about book sales. If they need assistance with an order, you may put your contact in touch with us, and if you need to sell your own books—which many of our authors do—you can order copies via the Penn Press website using your 40% author discount (PAUT). And if you provide all event details, no later than two weeks before the event, we will promote it on our website and social media. Throughout the event-planning process, we recommend that you check in regularly with your managing editor to confirm your book’s publication date.
Sample Timeline for Planning an Event

6 Months Prior to Confirmed Publication Date

It’s time to start planning! Reach out to bookstores, campus departments, and/or associations/institutes/groups related to your book’s subject where you might like to speak and sell books. Please remember to make sure that any events you plan fall after your confirmed publication date to ensure there will be time for books to ship from our warehouse to your event venue. As always, please confirm your publication date with your managing editor as dates are subject to change.

As Soon as Your Event is Confirmed

Let the Publicity Manager know and provide as many details as possible for promotion (date, time, hosting organization, venue address, phone number for public queries, event URL or flyer, and any ticketing/admissions information).

2 Months Prior to Event

Be sure that you’ve asked your event host/organizer how book sales will be arranged and discuss with the Publicity Manager.

1 Month Prior to Event

Confirm with event organizer that books have been ordered or will be ordered shortly. If you are selling your own books, make sure to place your order via the Penn Press website.

2 Weeks Prior to Event

If you haven’t already done so, this is your last chance to provide us with full event details to ensure that we can promote it online.

Don’t forget to publicize your event!

While Penn Press will promote your event on our website and social media, there’s nothing as effective as author outreach!

You’d be surprised how often we’re asked if authors should invite people they know to their book events. The answer is always . . . YES! Please do invite your friends and family, alert your institutions and public relations departments, and let your students and colleagues know. Usually, your event hosts will prepare a flyer or event web page which should provide you with something to post and distribute. Whether it’s via email, a phone call, or a social media post, an invitation from you will always be the most persuasive.
Book Sales

The first step in selling a book is to distribute the data file to all our distributors the world over—wholesalers, libraries, and bookstores. Depending on the location of the customer, our books are shipped from warehouses in the United States or England. We have agents who visit bookshops in the United Kingdom, Europe, Canada, the Middle East, Asia, and North and South America.

Many of our books are also available as e-books through Amazon Kindle, Apple iBooks, Barnes & Noble Nook, JSTOR, Google Editions, Kobo, and the University Press Content Consortium.
What You Can Do to Publicize Your Book

There is no substitute for author involvement! The more active you are as an author and writer, the more successful your book will be.

**Keep abreast of current events.** Pay attention to news that can serve as a publicity hook for your book and let your publicist know about it.

**Write.** Writing an op-ed that connects current events to your book, maintaining a blog, and offering to write as a guest blogger on a blog that you read are all great ways to promote you as an author and, by extension, your book. We have a list of op-ed editors and submission guidelines that we can provide you on request.

**Let your university know about your book.** Reach out to your university’s communications department. They will want to support you in whatever way they can and often have very good relationships with the local and national media. They can spread the word to your local community, perhaps through a feature or review of your book in a university newsletter or magazine. They can also be extremely helpful in placing op-eds, if you’re interested in writing one. Tell your campus bookstore and any other local bookstores that you frequent about your book’s publication. This gives them an opportunity to carry a local author’s work.

**Update your email signature.** Paste a link to your book’s web page in your email signature. This is a great way to get word of your book’s availability out to members of academic listservs that often don’t accept promotional news.

**Mention your book in your bio at every opportunity:** panels, articles, op-ed pieces etc.

**Contact your graduate and undergraduate alumni magazines.** Most of these publications will list books by former students.

**Distribute your postcard and discount flyer** to people who might wish to learn about your book at conferences, talks, and events on campus.

**Remind colleagues** at other universities to request that their library buy a copy of your book.
Talk to your department about planning a book event where you can read sections and sign books.

Encourage your friends and colleagues to post reviews and comments about your book on the websites of online booksellers (like amazon.com, barnesandnoble.com, goodreads.com).

If you’re active on social media, mention your book in your Twitter/Instagram bio or Facebook “About” section, and feel free to begin promoting your book and getting involved with online conversations about related topics.

Put information about your book on your departmental website, including a link to the book’s web page and a cover image (when available), and consider setting up a website for your book if you’re able and interested.

Set up a free account through Amazon Author Central before or when your book is released: https://authorcentral.amazon.com/. Using this account, you can create an author page with a bio, which is useful for promotion, but you’ll also be able to file help tickets with Amazon if any issues arise with your book’s Amazon page.

“I really, really enjoyed your hype.”

Liza Donnelly/The New Yorker Collection/The Cartoon Bank
**Frequently Asked Questions**

Will I get to see my book’s cover?
If you have questions about your book’s cover design, please contact your editor.

Will my book have blurbs on its cover?
For a monograph, especially an author’s first scholarly book, we include one or two quotes from scholars in the field on the book’s jacket. We place these blurbs on the inside front flap with the marketing copy and on the back cover we advertise related books, a typical practice for scholarly presses. We occasionally acquire additional blurbs for the back cover, decided on a case-by-case basis. If you have further questions about pre-publication blurbs, please contact the Direct Mail and Advertising Manager.

My book has already been published, and I received a very complimentary note from a scholar in the field. Can I add it to my promotional copy as a blurb?
If you received permission from the writer of the endorsement for Penn Press to distribute the quote publicly, then please feel free to send it the Publicity Manager. We can add it to the Penn Press website and to the data feed that updates external sites. Please note that blurbs may be supplanted in our publicity materials by quotes from reviews published in journals.

I plan to attend a conference before my book is released. Are there ways that I can still promote it?
Yes! We encourage you to distribute your discount flyers and promotional postcards if your book is not yet available for display. Please contact the Marketing Assistant for these materials if you have not already received them, and keep in mind that we need a month’s notice before the conference date to allow time to create and send the promotional materials.

Can I get copies of my book for conference panel participants who are discussing it?
If your book will be the topic of a panel discussion at a conference or campus roundtable and you would like copies for participants, our policy is as follows: If your book will be for sale at the conference or event, either at a Penn Press booth or via another vendor, we will send up to 5 gratis copies of your book to participants. If your book will not be available for sale, you may purchase books to distribute using your 40% author discount, or participants may purchase the book at a 40% discount using a code we will provide upon request.
What do I need to know about scheduling events outside the United States?

If you have scheduled events outside of the U.S., please contact the Publicity Manager so we can connect you with our sales representatives in the country where your event will take place. These reps will then contact you directly and assist with sales arrangements.

Does Penn Press nominate books for awards?

Every year the Press nominates books for several hundred awards. The Press has a policy of nominating each book for three awards.

We always encourage authors to self-nominate for additional awards, when it’s permitted. Authors can order books for award committees from the Penn Press website, using their author discount. If the nomination process is especially complicated, you can contact the Assistant to the Director/Rights Administrator for assistance.

When a book wins an award, we update the book’s page on the website to mention the award and we also share the news on social media.

Where are my free author copies?

Gratis contractual copies are sent to authors from our Acquisitions Department. Please contact your acquiring editor if you have not received your author comps.

How do I order copies of my book?

You may order copies of your book at any time via the Penn Press website. To use your 40% discount, please use the code “PAUT” during checkout.

When will I receive royalties?

If, by contract, you are eligible for royalties, you will receive a royalty and sales statement mailed out on October 1 every year. If you have questions about this process or your individual earnings, please contact the Administrative Assistant in our Business office: custserv@upenn.edu.
The Marketing Department

Marketing a book is a collaborative process. If you have additional suggestions or questions over the course of the publication process, please contact us. We are here to work with you!

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