**TITLE:**

*Insert small jpg of cover here*

Subtitle:

Imprint

Series:

Publication Date:

Language:

Is this the first edition (excluding POD) of this book?:

ISBN-13:

Price (US):

Format (Trade Paper or Hardcover):

Page Count

Trim Size (w x h):

BISACs:

Age Range if children’s title:

If this is a revised edition, please provide the ISBN for the most recent previous edition *(optional)*:

What year was the first edition of this title published? *(optional)*:

What is the pub date of the most recent previous edition? *(optional):*

If the most recent previous edition is out of print, how long has it been unavailable? *(optional):*

Number of copies sold *(optional):*

Price *(optional)* :

Original Publisher *(optional):*

How has the content been revised in this new edition? *(optional):*

Book Description:

**CONTRIBUTOR INFORMATION:**

Author Name:

Is this author deceased?

Degree *(optional):*

Country:

State/Province:

City of residence:

Biography:

Other Contributors? *(optional)*:

Contributor’s previous works: *The sales history of an author’s recent previous work(s) is essential information for our customers. Please provide complete details.*

Previous Title:

Publisher:

ISBN

No. sold:

Pub Year:

**COMPARATIVE TITLE INFORMATION *(provide at least three)*:**

Title:

Publisher:

ISBN 13:

Price

Pub Year

Differences & Similarities:

Title:

Publisher:

ISBN 13:

Price

Pub Year

Differences & Similarities:

Title:

Publisher:

ISBN 13:

Price

Pub Year

Differences & Similarities:

***MARKETING INFORMATION***

**Sales Handle:**

*What is the number one reason a bookstore should carry this book?*

**Regionality:**

*Is there a particular city or regional market relevant to the promotion of this title that is separate from the author hometown (i.e. publisher location)?*

**Endorsements/Quotes (optional):**

*Please provide any endorsements or quotes regarding this title, the author in general, or the author’s previous works.*

**Table of Contents (optional):**

*If this book contains a Table of Contents, please enter it here. Please use single-spaced, plain-text chapter headings only.*

**AUTHOR TOUR & ADVERTISING**

**Author Tour:**

*Please provide as many details as possible; even if they are not yet finalized. Specifics will help convince buyers that someone might come into their store looking for your book.*

Author tour? *Y/N*

If yes, list cities and month(s) of tour:

**Budget:**

*Budgets under $20,000 are not usually considered impressive by SPU buyers. List/estimate your budget and SPU will decide if it makes sense to appear in the catalog.*

What is the marketing budget?

Are funds available for possible co-op ads with retailers? *Y/N*

*Note: No co-op money will be spent without your prior approval.*

If yes, how much co-op funding will be available? *(optional)*

***Print Advertising***

*You’ll get more for your money if you take the time now to determine where you are going to spend it. With specifics, SPU can use this information as a sales tool to get more books on the shelves. Without specifics, it will not have much of an impact.*

Consumer print ads are planned for the following publications (include dates):

Trade ads are planned for the following publications (include dates):