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Promotional Blueprint

We are delighted that you have chosen to publish your manuscript with the University of Michigan Press. We look forward to working closely with you as we proceed through the publishing process.

Our first matter of business in this process is to ask you for information that will be used to describe your book online, to catalog your book in the Library of Congress, and to register the copyright. It also assists the University of Michigan Press in developing an informed and relevant promotion plan tailored to you and your book.

Please complete this form and return it to us as quickly as possible. Thank you for your cooperation. We will endeavor to make your publishing experience with the University of Michigan Press a rewarding one.

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Full name (first, middle, last):

Name as you would like it on the book:

Tentative title of the book:

Birth Date (month/day/year) (for Library of Congress & copyright):

Place of birth (for Library of Congress & copyright):

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Home address, including zip code

Office mailing address, including zip code

Home telephone number:

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Which address do you prefer for royalty statements, copies of your book, etc.?

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Do we have your permission to release your email address to reputable media outlets as the need arises (ie. For an interview about the book)?

yes no please contact me in advance

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Do you have a faculty page or professional homepage? If so, what is the URL?

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Please list any social media accounts where you will be promoting your book and your handle/user name:

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Please provide a summary sentence about your book:

Please list two to three main points about your book that should be emphasized in marketing and promotional materials:

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Who is the secondary audience for your book?

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Please provide a brief factual and informative paragraph (250-300 words) for the specialist, by describing the main items or areas covered by the book. What is unique about your book? What materials – such as illustrations, organization, theories – might attract your academic colleagues?

New Editions Only If this is a new edition of a previously published book, please list in concise, bulleted format what is new in this edition:

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Reviews, Publicity, and Awards

Please list three to five people, with their affiliation and email address, whom we could approach for a promotional statement. They should be chosen to represent the book to the different reader groups you hope to attract to your work.

Please list 10 of the most important publications for review of your book. (Please be sure to put them in order of most to least important to you.) We submit all books to *Choice Reviews*.

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Are you interested in writing a piece for the Press blog site? (<https://blog.press.umich.edu/>)
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Please list any events that you would be interested in doing to promote the book, include format (ie. panel, signing, reading); possible event host; if books would be sold there; and whether this would be virtual or in-person:

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