

Season: Fall 2009

As publication of your book draws near, we want to provide you with some additional information from the Marketing Department. When your book was launched to the house you received a copy of the author's booklet which includes basic facts about UNP marketing. If you have misplaced it, the staff would be happy to send you an electronic copy. Here is some specific information addressing key components in marketing efforts for your book:

Important Dates: Two dates are important for you to keep in mind. The delivery date is the month in which your book is expected to arrive in the Press's warehouse from the printer. The publication date follows by two months. Publication dates are used by publishers, the media, and booksellers to manage the huge number of books published each year. The two-month period between the delivery date and the publication date enables the Press to fulfill backorders, ensure distribution of books to retailers, and supply review copies to the media by the publication date.

Your book's publication date: January 2010
and delivery date: November

Advertising: Advertisements created for your book will be scheduled to appear after the book's publication date. After reviewing the advertising suggestions you provided on the AIF and applying the Press's knowledge of appropriate venues, the Advertising Coordinator formulates a plan and budget. To stretch our dollars we frequently promote multiple titles in our advertisements.

Your book's tentative advertising plan is as follows:
Journal of Women's History (Winter issue)
American Indian Culture and Research Journal (Winter issue)
American Indian Quarterly (Winter issue)
ASE Conference Program

Exhibits: The Press attends approximately 20 exhibits (complete listing on the Press Web site), and the Press sales reps attend approximately 15 bookseller association trade shows annually. The Press will try to maximize your book's exposure whenever possible, within budgetary and scheduling constraints. In some cases, it is not feasible for the book to be displayed, but an author always has the option of taking book flyers to distribute.

Following is a tentative list of exhibits at which your book will be displayed:
American Anthropological Association
American Society for Ethnohistory
Native American and Indigenous Studies
Society for American Anthropology
Western History Association

Electronic Promotion: If you participate in any e-mail forums or blogs, please consider announcing your book at these locations after its publication date. The Press also considers electronic promotions such as e-announcements.

Your book's electronic promotion includes the following:
Book Flyer
UNP web feature
Opt-in e-mail announcement

Blog: As an author, you are encouraged to post to the Press Web blog at www.nebraskapress.typepad.com on topics related to your book. For more information regarding blogging with the Press, contact the Blog Coordinator to get started.

Web site: If you have your own Web site, please link to your book's page on the Press site to help promote and facilitate sales. If you would like the Nebraska Web site to include a link to your Web site, please give the Web Sales Coordinator your site's URL.

For your reference, your book's web page is:
<http://www.nebraskapress.unl.edu/product/Women-Elders-Life-Stories-of-the-Omaha-Tribe,674162.aspx>



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Catalogs/Direct Mail: The Direct Response Manager organizes direct-mail catalogs and flyers to promote your book to individual buyers. These pieces are intended to promote new books and to introduce backlist books with proven sales potential to new audiences.

Your book is presently scheduled to appear in the following catalog(s):
Fall/Winter 2009 seasonal catalog
Native Studies catalog


Awards: Your book may be submitted to award competitions sponsored by organizations in disciplines where it is most appropriate. The Press has a modest amount of funds for this purpose; therefore, it may be your responsibility to pay entry fees.

Reviews: A complete list of media to whom review copies have been sent will be forwarded to you upon publication of your book. Copies of published reviews will be sent to you on a quarterly basis.

Events: The Press does not actively seek reading or signing opportunities for authors, but it can offer basic support for events that you schedule by ensuring that books are ordered and shipped for the signings and by providing promotional materials. For any events you schedule, please send complete information about them to the Author Events Coordinator. Include the date, time, bookstore or organization name, its full address, and the event coordinator's phone number and e-mail address. All events are posted to the Press Web site for added publicity.

As always, we welcome your questions and suggestions. Please direct all inquiries to the marketing department at mpress@unl.edu.

Sincerely,



Rhonda Winchell
Marketing Manager



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