The Ohio State University Press

**Author Information Form – scholarly**

The information on this form will be used by the Marketing Department as a source of suggestions in planning the promotion of your book.

Please submit your completed AIF as an email attachment to your acquiring editor with the subject line: AIF/[your book’s title]. Do not hesitate to contact us if you have any questions or comments. Thank you.

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*Publicist and Exhibits Manager Marketing Assistant*

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12. Titles of your publications *(including forthcoming)*, publishers, and dates of publication; or attach curriculum vitae.

1. You may submit an author photo for web, marketing, and promotional materials. It is not necessary to have one taken. If you do decide to send a photo include photographer credit. Please send the photo to [OSUP\_publicity@osu.edu](mailto:OSUP_publicity@osu.edu). Please see the end of this document for some brief photo guidelines.
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6. Please list key words/phrases, delineated by semicolons (the format our metadata system requires) that would aid search engines in finding and categorizing your book. Think in terms of search phrases, variations on spellings, associated concepts, key figures and works discussed in the book (if not already included in the title, subtitle, or description), key time periods or locales—anything your intended readership might be typing into a search engine that you hope would help them surface your book. **Note:** it is not necessary to include diacritics or formatting such as italics; these get stripped out when the metadata is disseminated.

1. Who/what are the primary and secondary audiences for your book? (Please be as detailed as you can. Specifying smaller groups and niche markets significantly improves the marketing for your book over generalized and large-scale audience suggestions.)
2. List other books on the same subject (with dates of publication and publisher, if possible). Please compare and contrast with your book.
3. A word on blurbs: we typically are able to obtain 1–2 blurbs from scholars for use on the back of the book and the web via our own networks, and can fit no more than two or occasionally three on the back of the book. However, if there are key scholars, mentors, or acquaintances whom you would like to ask to endorse your book, please **indicate so here** and check in with Marketing once you receive word that your manuscript has been assigned to our production schedule (you will get an email from someone in our editorial department). We can advise you on deadlines and blurb needs.
4. Please provide names and addresses for listservs, online discussion groups, blogs, or web communities to which you belong or contribute. (Note with an asterisk the ones to which you will announce the publication of your book.)
5. Please list in order of importance the professional or scholarly meetings at which the press should display your book or, if we are not attending, you wish to bring a display copy of your book and/or an order form or informational flyer about your book. The Press makes every effort to create and send out PDFs of promotional materials upon request. Please note that we should be notified as soon as possible or at a minimum of 2 months prior to the exhibit.
6. Please list in order of importance **up to five** awards you feel would be a good fit for your book, including sponsoring organizations, deadlines, and number of print copies required if known. Please also confirm that you/your book meets eligibility requirements for a prize if you’re listing it. (We cannot guarantee award submissions.)We require at least three months’ notice to submit your book to prizes, and four months if it involves shipping prize copies overseas.

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4. Please list foreign publishers who have bought rights to your previous works or who might be interested in buying rights to this book.

**GUIDELINES FOR AUTHOR PHOTOS**

**Technical specifications:**

To be usable for print and web, photos should be at least three inches wide and 150 (preferably 300)-DPI TIFF or JPEG files. In layman’s terms, it should not appear pixelated when you zoom in on it on your computer.

**Artistic considerations:**

\*Photos can be black and white or color.

\*Headshots are preferable to full-body shots.

\*A relaxed expression in natural light is preferable to a formal portrait. Professional photographers are wonderful if you want to make that investment, but you can also achieve a very nice headshot with a good phone camera. When in doubt, get a friend or family member (someone you’re comfortable with) to snap a few shots.

\*Avoid bright sunlight, which creates harsh shadows. Overcast days are great for photography.

\*Keep backgrounds simple.

\*You want to look professional but relaxed and confident, which is why it’s nice to have someone you know take the photo. Think about author photos you like, and have fun with the possibilities!

\*You should be the only one in the photo.

\*If you feel like you’re not getting a shot you’re happy with, don’t worry about it! Author photos are helpful, especially for trade books, but not essential. Or, maybe it’s just not your day, and things will come together next time you try.