The Ohio State University Press

**Author Information Form – Trade**

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.

 *Samara Rafert Olivia Sergent*

 *Publicist and Exhibits Manager Marketing Assistant*

rafert.1@osu.edu sergent.35@osu.edu

1. Name(s) in full:
2. First name(s):
3. Middle name(s):
4. Last name(s) (accuracy here is very important for indexing and metadata purposes; if you have a married name as well as a birth name that you use together as a last name, even with no hyphen, please list them together here; if you use your birth surname as your middle name, list it under middle name):
5. Name(s) as you would like them to appear on your book (byline):
6. For books with multiple authors or editors: Please note the names as you would like them to appear on your book and in the order you want them to be listed.
7. Preferred contact information (please provide for each author/editor):

Email:

Phone:

Mailing address (this will be used for sending author copies and other official communication; please update us immediately if it changes):

Place and date of birth (**birth date of all authors is required**):

1. Country of citizenship (required for copyright registration):
2. Preferred pronouns (please indicate whether you would like us to include your pronouns in your bio):
3. Name pronunciation (optional):
4. Social media handles—please indicate which platforms you are active on, if any.
5. Professional website (if applicable):
6. Present position or academic connection (please advise us of all changes on a continuing basis):
7. Suggested bio for online and on the book:
8. Previous positions (with dates):
9. Education (please include dates of degrees) and honors:
10. Previous hometowns and dates of residence:
11. Other relevant professional or personal affiliations with organizations that might be willing to announce the book, host an event, etc.:
12. Titles of your publications *(including forthcoming)*, publishers, and dates of publication; or attach curriculum vitae.

1. Please submit an author photo for web, marketing, and promotional materials. If you do decide to send a photo include photographer credit. Please send the photo to OSUP\_publicity@osu.edu. Please see the end of this document for some brief photo guidelines.
2. Provide a **180-word** description of your book. This will be our primary source for preparing catalog, advertising, and book cover copy. Your original proposal can be a good source for this!
3. Please use this space to explain your book’s “so what” in as many w0rds as you need. Don’t worry about phrasing things perfectly, but rather this section often brings to light additional context that helps us in crafting copy. (optional)
4. What is your elevator pitch for this book? (optional)
5. Please list the key marketing points for your book—what makes it stand out from others on similar topics? What current cultural/political/artistic conversations do you think it engages with?
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 distributed.

1. 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 to the best of your ability (you can be brief).
3. Please list **up to five** people, in order of preference, who you think would be good blurbers for the book, along with their email addresses. Please indicate which you are willing to contact yourself or if they’ve already agreed to blurb it, and your relationship with them, if any. Once you get word that your book has been added to our production schedule, Samara (rafert.1@osu.edu) will work with you on deadlines and blurb strategy.

A word on blurbs: we typically can fit 2-3 blurbs maximum on the book cover. When necessary, we can accommodate more on the web or possibly via a praise page, depending on the overall length and number of blurbs. Blurbs from major names can help raise the profile of your book, but we have had titles with only one blurb get major review attention—TLDR: try not to stress about blurbs, and reach out to Samara with questions! This article is a good read: <https://www.npr.org/2015/09/27/429723002/forget-the-book-have-you-read-this-irresistible-story-on-blurbs>

1. 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.)
2. Please list in order of importance any conferences or events 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.
3. Please list in order of importance **up to five awards** you feel would be a good fit for your book, including sponsoring organizations, deadlines, the number of print copies required if known, and whether the awards allow self-nomination. Please also confirm that you/your book meets eligibility requirements for a prize if you’re listing it. We require at least three months’ notice to submit your book to prizes, and four months if it involves shipping prize copies overseas. The press can sometimes cover prize fees but in most cases we need the author to.

We can submit your book to three awards and sometimes more as time allows, but beyond that cannot guarantee submission, so we recommend self-nominating where possible if you list more than three.

**Nonfiction writers:** Please note that the Diamonstein-Spielvogel Award from PEN does not recognize first books of essays.

1. Please suggest in order of importance media outlets, culture writers, journalists, etc. for this book. If any of the people or outlets listed here have previously reviewed or written about your work, please provide details, and contact information when possible.
2. What are the major local media outlets/programs, for current or previous hometowns of significance, that should be notified about your book?

1. Please list college communication offices/alumni magazines that might announce the publication of your book. Many alumni magazines run book announcements via a form submission of publication info; in these instances, we appreciate you submitting information about the publication yourself.
2. What bookstores (at home or in places you have other affiliations with) would be interested in carrying your book? Are you known at any of them? Please also list any stores at which you would be interested in holding an event. **Please DO NOT schedule readings/signings until** **TWO WEEKS AFTER the pub date to be sure that the book will arrive at the bookstore/venue in time.**
3. Identify chapters or sections of your book that might lend themselves to being excerpted for publication before your book appears, and why (what the hook is for that particular section). Please indicate whether if (and where) that section has been published before, and whether the version in the book has been revised substantially.
4. If you have colleagues who have expressed an interest in assigning your book, they may contact OSUP\_courseadoption@osu.edu to request a pdf exam copy, or physical desk copy once the book is assigned.
5. 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.