



S E R V I C E S O R D E R F O R M

# choose your marketing & publicity services

## COVER AND FORMATTING

- Hardcover Format ..... \$350
- Electronic Format (e-Book) ..... \$149

## RIGHTS MANAGEMENT

- US Copyright Registration ..... \$170
- Library of Congress Control Number ..... \$75

## BOOKSTORE MARKETING

- Book Buyers Preview ..... \$99
- Booksellers Return Program ..... \$699

## EXPERT POSITIONING

- RTIR - One Issue ..... \$795
- RTIR - Two Issues ..... \$1,500
- RTIR - Three Issues ..... \$2,175
- Media Interview Connection ..... \$499

## PERSONAL PUBLICITY SERVICES

- Regional ..... \$2,250
- National ..... \$3,250
- Targeted Personal Media Valet ..... \$4,500
- Premium Publicist US 12 Weeks ..... \$9,999
- Premium Publicist US 6 Weeks ..... \$6,999
- Premium Publicist UK 6 Weeks ..... \$8,999

## PRINT ADVERTISING

- ForeWord Magazine Advertising ..... \$450
- New York Review of Books Advertisement ..... \$875
- Bookmarks Advertisement ..... \$450

## INTERNET MARKETING

- Google and Amazon Book Search Programs ..... \$75
- Author Web Site ..... \$399
- Barnes and Noble See Inside the Book ..... \$75
- Social Media Marketing ..... \$799

## PERSONAL MARKETING TOOL

- Bookselling Promotional Materials (100 pieces) ... \$200

## PUBLIC RELATIONS AND PROMOTION

- Standard Publicity Package ..... \$300
- Expanded Publicity Package ..... \$600
- NewsWire Plus ..... \$750
- ForeWord Clarion Book Review ..... \$500
- Kirkus Book Review ..... \$500

## VIDEO AND BOOK TRAILERS

- Book Trailer with Voiceover ..... \$3,999
- Book Trailer without Voiceover ..... \$1,899
- Author Video at Author's Location ..... \$4,999

## MARKETING / PUBLICITY BUNDLES

- Complete Internet Marketing ..... \$9,999
- Complete Publicity ..... \$14,999
- Complete Internet Marketing & Publicity ..... \$19,999
- Complete Online Video Campaign ..... \$8,498

## E-MAIL CAMPAIGNS

- Single Book\* ..... \$ \_\_\_\_\_
- Multiple Book\* ..... \$ \_\_\_\_\_

\* Various quantities available. Speak with your Marketing Consultant.



MARKETING CONSULTANT \_\_\_\_\_

ISBN \_\_\_\_\_ PROMO CODE \_\_\_\_\_

### author information

Legal Name of Author: \_\_\_\_\_  
 Title of Work: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

### taxpayer identification SOCIAL SECURITY NUMBER & CERTIFICATION

I certify that I have supplied the correct taxpayer identification number, I am not subject to backup withholding, and I am a U.S. citizen or U.S. resident alien.

Signature: \_\_\_\_\_

Taxpayer ID/SSN: \_\_\_\_\_

If not a U.S. person, please check here

Trafford will withhold royalties at the standard 30% rate in accordance with U.S. law

### payment information

A check/money order is enclosed (payable to Trafford)

Please charge my credit card CREDIT CARD NUMBER: \_\_\_\_\_



EXP. DATE \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address (Check if same as above) : \_\_\_\_\_

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### Trafford agreement signoff

I (Author) acknowledge and agree that this Publishing Order Form incorporates and is governed by the Terms and Conditions posted on the Trafford Web site at www.trafford.com. (or which shall be provided to me upon request) on the date set forth below. By signing below, I acknowledge and agree that I am bound by the provisions of the Publishing Order Form and the Terms and Conditions in effect as of the date set forth below.

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