



## THE AMERICAN SCHOOL OF CLASSICAL STUDIES AT ATHENS

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### AUTHOR QUESTIONNAIRE

This questionnaire gives us important information for the marketing of your book. It also helps us during the production process. The replies you give will be used as the basis of descriptions for the jacket and for publicity aimed at potential buyers.

**Author(s) / Editor(s):**

**Title of Book:**

#### SECTION A: Biographical Information

(Where there is more than one main author or editor, please make a copy of this page)

**1. Name (as it is to appear on title page):**

**2. Your present affiliation (please include title):**

**3. Date and place of birth (required for copyright registration):**

**4. Prizes, other books published, other professional memberships, past affiliations ...**  
(Other information we could use in writing a short biography for publicity purposes).

**5. Address to be used in correspondence (including telephone number and e-mail address):**

## **SECTION B: YOUR BOOK**

### **1. Long Description**

Please give a description of your book suitable for your intended readership. Please explain clearly why it is an important contribution. This description will be used as the basis for jacket and leaflet copy (maximum 200 words).

### **2. Short description**

We often need a shorter, non-technical, description of your book for advertising and promotion directed at booksellers and library suppliers. Please write a short blurb (80 words max) saying what the book is about, its particular approach, and its advantages over any comparable books in the subject area. Don't be afraid to state the obvious, as you are writing for non-specialists.

## **SECTION C: MARKETING IDEAS**

### **1. Buyers**

Who may be expected to buy your book. Please be specific about the types of buyers and their core subject interests. Might the book be used as a textbook? If so, for what level and types of classes?

### **2. Review Copies**

Which major periodicals based in North America, Europe, or the Rest of the World, should receive review copies? Please give details of any connections you have with these journals, and the name of the reviews editor if you know it?

### **3. Exhibitions and Conferences**

Are there any exhibitions or conferences where we should publicize the book? Please give details of name and date, and contact person if known.

### **4. Mailing Lists**

A lot of our books are sold through direct mail. Are there any societies or associations who we should be targeting your book at? If so, do you have access to their mailing lists, or do you know who we might contact about renting these?

## **SECTION C: MARKETING IDEAS (continued ...)**

### **5. Awards and Prizes**

Are there any book prizes for which you would consider submitting your book?

### **6. Further suggestions**

Please let us know if you have any further suggestions which might help in the promotion of your book. e.g. are there particular people teaching this topic who might be interested in adopting your book? Are there people who it might be good PR for the American School to send a free copy of your book to?