

Author Marketing Questionnaire

Please complete this questionnaire and return it to us at your earliest convenience so that we can contact reviewers quickly and get started on the marketing of your book as soon as possible! Please inform your Acquisitions Editor of any subsequent changes to details. Otherwise, we risk supplying outdated information on our website and elsewhere.

1 Metadata Check

Usually the AMQ is sent directly to authors and editors by the Marketing Specialist. The blurb and bio will be listed here, and the author or editor will have the chance to check the accuracy or update them. If you are accessing the AMQ from the Author Resources page, please [check in with the Marketing Coordinator](#) so that we can review the blurb and author bio for your book.

2 Delivery Address for Author/Editor Free Copies

Your book will be published approximately 4-6 months after the copyediting starts. This is the step after the gatekeeping process, and the Production & Editing Department will propose a detailed timetable with you, so that you know when the book is intended to be published. Please supply the address to which the free copies should be sent, given this prospective timetable. Add additional columns as needed:

NB: Because of interruptions to distribution and shipping services, in addition to closures of universities and other institutions during the COVID-19 crisis, there may be delays in the delivery of author copies. We apologize in advance for any delays in delivery.

	Author/Editor 1	Author/Editor 2	Author/Editor 3
Address line 1:			
Address line 2:			
Postcode:			
Town:			
Country:			
Telephone:			

3 Scholarly Reviews

Please add to our preliminary list other key, relevant scholarly journals or newspapers which accept reviews and publish reviews promptly, complete with their website address and the name/email of the reviews editor if appropriate. We will add your suggestions to our routine review inquiries. We automatically send review copies to *Speculum*, *MLA International Bibliography*, and *The Medieval Review* (if applicable).

NB: Because of interruptions to distribution and shipping services, in addition to closures of universities and other institutions during the COVID-19 crisis, there may be delays in the delivery of review copies to review outlets. We apologize in advance for this delay and thank you for your patience.

	<i>Journal/Press</i>	<i>Name/email of review editor</i>
1		
2		
3		
4		
5		

4 Conferences, Travel, and Lecture Plans

Are there upcoming conferences for which we should provide flyers for your book, or to which we should send display copies? Please list dates, locations, and organizers' websites of relevant international and local conferences in the next 12 months and indicate whether you are planning to attend. Although many upcoming conferences and events have been cancelled as a result of the COVID-19 crisis, **please do list potential conferences/events you hope to attend here**, especially those more than a few months out! They may end up being held, in which case we will happily help you represent your book there. If events have been or will be cancelled, many organizations and institutions are finding ways to replace them or attempt to replicate them, such as online/virtual conferences, talks over online video services, etc. If we can take part in these or be involved via social media, we will certainly do so.

	<i>Conference</i>	<i>Dates</i>	<i>Attending (Y/N)</i>	<i>Conference webpage</i>
1				
2				
3				
4				
5				

5 Video Interviews, Readings, etc. with MIP

Are you interested in taking part in recorded marketing materials for MIP? These could take the form of video interviews with a staff member or acquisitions editor of MIP, book readings and discussions, lectures, etc., and could be featured in our monthly newsletter, on our social media channels, and our YouTube channel.

- Yes, I'm interested in taking part in something like this.
- No thank you, I'm not interested in this.

We also pitch books to the New Books Network, “a consortium of author-interview podcast channels dedicated to raising the level of public discourse by introducing scholars and other serious writers to a wide public via new media.” If the host selects your book, you would be contacted to take part in a recorded interview that would air on a podcast. Can we pitch your book to NBN?

- Yes, pitch my book to the New Books Network.
- No, please do not pitch my book to the New Books Network.

6 Scholarly Societies, Organizations, and Other Networks

Do you belong to any scholarly societies and organizations that might spread the word about your book?

	<i>Name of society or organization</i>	<i>Website of society or organization</i>
1		
2		
3		
4		
5		

7 Book Prizes

Are there certain book prizes your book may be eligible for? We'd love to nominate your work. Please list them below.

	<i>Name of prize</i>	<i>Website of prize or awarding organization</i>
1		
2		
3		
4		
5		

8 Social Media Details

If you have established, or plan to establish, a social media presence through a blog, Facebook page, and/or Twitter account, please share those details with us if you'd like us to friend or follow you. That way, we can broadcast your content to our followers and vice versa. While conferences are cancelled and invited talks postponed, these suggestions are now more important than ever!

<i>Name on Facebook:</i>	
<i>Twitter handle:</i>	
<i>Personal website or blog:</i>	

9 Additional Marketing Suggestions

Do you have any other suggestions for marketing your book? For example, maybe you have lecture plans that might coincide with the marketing of your book, or an influential blogger or podcast host in your field might comment favorably on your book.

Additional Marketing Suggestions

Thank you!

Connect with us:

MIP is currently befriended online by many scholars, media, researchers, and readers from around the globe, and is linked to by other bloggers, online publications, and media aggregators.

To follow us on the Web, visit us at:

www.wmich.edu/medievalpublications

To friend us on Facebook, visit:

<http://www.facebook.com/medievalinstitutepublications>

To follow us on Twitter, visit:

http://www.twitter.com/MIP_medpub

To subscribe to our monthly newsletter, visit:

<https://wmich.edu/medievalpublications/newsletter-0>

For questions, please contact [Becky Straple-Sovers](#).

For assisting us to this point, many thanks! We look forward to the publication of your book!

Becky Straple-Sovers

Marketing Specialist

Medieval Institute Publications

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