



Xlibris Corporation
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Bloomington, IN 47403

1.0809

Bookseller Magazine Order Form

The Bookseller Magazine Marketing Packages. Feature your book in UK's leading business magazine in the book industry. With weekly issues reaching over 48,000 readers per print, your books gets optimum exposure to buyers at chain stores, independent retailers and other key decision makers in the industry within the UK and worldwide. Printing since 1858, The Bookseller is the most respected trade magazine, an essential reading for all the latest news, analysis, in-depth market data and reviews and a wealth of information that matters to everyone involved in creating, distributing and selling book. This marketing package comes complete with a robust press release and email campaign.

Finalizing your order is easy. Please complete the required information, sign off and fax this form to **(610) 9150294** or email **marketingservices@xlibris.com** a scanned copy of this document. We also accept mailed order forms.

If you would like to discuss the services further, feel free to contact the Marketing Services Department at **1-888-795-4274** or by email at **marketingservices@xlibris.com**.

4 Easy Steps to Complete this Order Form

*Please write legibly if you are accomplishing this form by hand.
You may use an extra sheet of paper whenever necessary.

- 1.** Provide your personal and book information. Although Xlibris may have your contact information on file, we track this service separately from the original publication of your book. Be assured your privacy will be protected.
- 2.** Select your preferred service package.
- 3.** Complete the author questionnaire. The answers that you provide here will be used by our researchers, copywriters, and designers to create and provide a professional Marketing Campaign. Of course, anything we create for your campaign will be subject to your approval.
- 4.** Provide payment information. Choose which payment method you prefer. You may send a check or money order, or provide credit card information. Or you may skip this portion if you have paid prior to receiving this form.

1 Your Personal Information & Book Information
 Please include the below personal information and indicate which book title will be used for marketing.

Full Name:		Pen Name:	
Street Address:			
Apartment/Suite:			
City/Town:	State:	Zip Code:	
Daytime Phone:		Evening Phone:	
Email Address:		Author Website :	
Book Information			
Book Title & Subtitle :			
Book ID :		Book ISBN :	

2 Author Questionnaire
 The information here will be used to create your campaign and target your market.

A. Which genres apply to your book?

<input type="checkbox"/> Fiction <input type="checkbox"/> Non-fiction <input type="checkbox"/> History <input type="checkbox"/> Adult <input type="checkbox"/> Humor <input type="checkbox"/> Horror <input type="checkbox"/> Romance <input type="checkbox"/> Science Fiction <input type="checkbox"/> Suspense/Thriller <input type="checkbox"/> Biography <input type="checkbox"/> Music <input type="checkbox"/> Literary Collection <input type="checkbox"/> Nature <input type="checkbox"/> Political Science <input type="checkbox"/> Cooking <input type="checkbox"/> Architecture	<input type="checkbox"/> Health & Fitness <input type="checkbox"/> Juvenile <input type="checkbox"/> Business & Economics <input type="checkbox"/> Technology <input type="checkbox"/> Self-help <input type="checkbox"/> Auto-biography <input type="checkbox"/> Technology <input type="checkbox"/> Mystery <input type="checkbox"/> Sports <input type="checkbox"/> Photography <input type="checkbox"/> Family & Relationship <input type="checkbox"/> Medical <input type="checkbox"/> Reference <input type="checkbox"/> Drama <input type="checkbox"/> House & Home <input type="checkbox"/> Poetry	<input type="checkbox"/> Religion <input type="checkbox"/> Body, Mind, & Spirit <input type="checkbox"/> Travel <input type="checkbox"/> Pet <input type="checkbox"/> Philosophy <input type="checkbox"/> Education <input type="checkbox"/> Current Events <input type="checkbox"/> Social Sciences <input type="checkbox"/> True Crime <input type="checkbox"/> Performing Arts <input type="checkbox"/> Language <input type="checkbox"/> Games <input type="checkbox"/> Transportation <input type="checkbox"/> Crafts & Hobbies Art <input type="checkbox"/> Others, please specify: _____ _____
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B. Please describe your book:

C. Kindly give us a summary of your book (at least **50 words**):

D. What are five words that you feel best describe the message of your book?

E. What is the central topic of your book? What are the main themes and/or ideas?

F. (If a fiction book) What inspired you to write the book?

(If a non-fiction book) What makes you a credible authority on the book's subject?

G. Is there anything about the book that is unprecedented, trailblazing or surprising?

Can the premise of your book be tied into any stories currently being covered in the news? Please explain.

H. What are other selling points of your book?

I. List 5 subjects related to your book in order of importance.

Sample: Catcher in the Rye

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

- a. juvenile
- b. 1940's
- c. memories
- d. prep school
- e. narration

J. Who will be most interested in your book & why? How will your book affect people's lives?

K. Please provide any additional comments, suggestions or materials you feel would be helpful in the writing process (previous press releases, reviews, recommendations, biographical information, etc.).

3 Service Package. Please select your preferred package and medium.

- Single Package** **\$2,599**
- Double Package** **\$3,999**
- Quarter Package** **\$5,999**
- Half Package** **\$8,999**

Agreement. Please read carefully.

Disclaimer

- Xlibris will not be responsible for meeting registration deadlines if this service is purchased before publication is completed. The responsibility of adhering to submission deadlines for specific issues will be the sole responsibility of the author.
- A copy of the issue in which your advertisement will appear is not included as part of the package. Bookseller Magazine is a subscription based periodical, if you would like a copy of your issue, you may subscribe directly to Bookseller Magazine.
- Contract withdrawal and/or refund requests will no longer be entertained once the author has signed and submitted the approval form for the marketing services product(s). Moreover, the prerogative to revise product content shall no longer apply.
- Any orders paid via check and returned to the company for insufficient funds will be assessed a fee, payable prior to order fulfillment.
- Although it is the primary goal of Xlibris Marketing Services, we cannot guarantee immediate results in the increase of book sales through these campaigns.

By affixing my signature below, I agree to the terms set forth to this agreement.

<p>SIGNATURE OVER PRINTED NAME</p> <p>Date / /</p>
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4 Payment Information

Congratulations! You are well under way to getting your Bookseller Magazine Marketing Services.

Please indicate how you would like to pay for your service(s) and include payment with this order form. You may skip this portion if you have paid prior to accomplishing this form.

Check / Money Order

Any orders paid via check and returned to the company for insufficient funds will be assessed a fee, payable prior to order fulfillment.

Please make checks or money orders payable to **Xlibris Corporation.**

Credit Card

*To ensure the complete security and confidentiality of your credit card information, Xlibris does not keep a written record of your card details. Please call **1-888-795-4274** and speak directly with one of our Finance Representatives.*

I have already paid for my **Bookseller Magazine Marketing Service**

By marking the "**I Agree**" checkbox and affixing my **signature** below, I authorise Xlibris to charge my credit card for the total amount listed above. *Only sign this portion if you would like to pay by credit card.*

SIGNATURE OVER PRINTED NAME

Date / /

I Agree

Thank you for choosing Xlibris' Bookseller Magazine Marketing Services.

- Did you select the package of your choice?
- Did you supply your payment information?
- Did you fill out and sign the attached agreement?

Please sign your completed form and fax or e-mail to Xlibris at:

Fax: (610) 915-0294

E-mail: marketingservices@xlibris.com

If you do not have access to a fax or computer, you can mail your form and payment to:

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