

May 2018

Dear MIT Press Author,

Welcome to the MIT Press! We look forward to publishing your forthcoming book, which is featured in the seasonal trade catalogue accompanying this letter.

As we near publication, I wanted to relay to you some additional information about the marketing and distribution of your book. Please note that if you completed the marketing questionnaire that was sent to you, our publicity and marketing teams have already begun work on promoting your title.

This is a good opportunity to re-read the MITP Marketing and Publicity Guide, to consider promoting your book via your personal social media channels, to share with us any final additions to your media wish list, or to let us know of any professional groups or affiliations you would like us to consider leveraging.

The following information outlines additional marketing and sales efforts that are implemented by our expert marketing and sales teams. Please read and keep this information on hand as it may become relevant as the book approaches publication. Should you have further questions please contact your acquisitions editor, the publicist assigned to your title, or send your queries to [mitpress-publicity@mit.edu](mailto:mitpress-publicity@mit.edu).

We look forward to working with you.

Sincerely,

**Katie Hope**  
**Director of Marketing & Author Relations**

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### **Social Media**

As mentioned in our Marketing and Publicity Guide, it is helpful to us if you can compile a who's who list of colleagues and supporters who have a social media presence in your circle. Think of friends with big followings; professional groups that you belong to; the schools where you teach; the companies you advise; major groups where you have spoken before, and so on. We can send assets to make it simple for them to post about the book with one click. If you are active on social media yourself, we can create graphics for social media to post on your own channels.

## **Advertising and Direct Marketing**

Your book will be promoted using an integrated advertising and direct marketing approach to reach the primary audiences for your book. Our marketing team will use a combination of print, online display, direct mail, email, podcast and radio, and search engine advertising to dynamically promote your book. The positioning and design of these advertisements will be tailored to your target audience. All advertising and direct marketing campaigns include tracking that enables us to ensure our ads are working effectively to promote your book.

## **Self-Promotion Services**

In addition to our own advertising and direct marketing campaigns we are able to provide several services which allow you to promote your book. These services include: guidelines for language, templates for listserv postings, and personal author promotional discount codes for sharing with friends and colleagues. If you are a member of any electronic mailing lists, newsgroups, or forums related to the topic of your book, and the etiquette of the group allows for book announcements, you might consider posting a brief message about the book at the time of its release.

If you have access to a list of email addresses, it is best for you as the author to send an announcement to these contacts. We can, however, provide wording suggestions and templates to help your efforts. Please remember to mention your book (and include a link) on your own website or blog. You could also include a link to the book or one of our promotional graphics in your email signature.

## **Domestic and International Sales**

We have a wide-ranging international sales force based in the U.S. and throughout the world selling our books in their territories. These sales representatives work closely with buyers at independent bookstores, libraries, chain stores, online booksellers, and wholesalers in an effort to give our books the widest exposure. In addition to dedicated MITP sales teams in the US, UK and Europe, we have a broad team of commission sales reps in Australia, China, Japan, Taiwan, Korea, Malaysia, Singapore, Hong Kong Brazil, Mexico, and the Caribbean. All will be equipped with customized sales kits about the book and will visit key accounts including major bookstore chains, independent and academic bookstores, major library suppliers, textbook distributors, and university bookstores.

## **Publicity**

If a publicist is assigned to your title, they will be in touch with you proactively to share their plans. Please note that all of our titles each season are presented to thousands of professional media via our seasonal announcements, and we respond to the media promptly when they reach out to us. When we achieve media coverage for our frontlist books, we will share that information with you.

## **Special Sales**

Special Sales include sales to non-traditional accounts such as corporate, institutional, and niche retail accounts. These efforts are an integral piece of our overall sales efforts, particularly as the sales to these channels are often negotiated for large quantities of a single title on a non-returnable basis. If you have any suggestions of companies or institutions who may be interested in purchasing multiple copies of your book at a special discount, please do pass on this information to your acquisitions editor, the publicist assigned to your title, or send your queries to [mitpress-publicity@mit.edu](mailto:mitpress-publicity@mit.edu).

## **The MIT Press Bookstore**

The MIT Press has its own very successful bookstore located on Massachusetts Avenue in Cambridge. The Press Bookstore sells *all* MIT Press publications and has a substantial selection of books from other publishers. The bookshop sells books at MIT author events and other events locally. If you plan on giving talks at MIT or in the area, and would like your book to be made available, please be sure to let us know well ahead of time so we can try to accommodate this. The store will also be happy to do its part to promote your talk in the store and to our customers through our periodic email newsletter, and our website. We are also building an “Authors@MIT” events series at the store

## **Discount Codes**

We are also able to help authors promote their work by offering a short-term special author’s discount code for sharing. This code, good for a limited time for 30% off a book’s list price on the MIT Press website, can be shared with interested friends and colleagues, within any email lists to which you might have access, or within any organizations or listservs in which you are involved. Similarly, if you are aware of any additional organizations or professional associations whose members might have a special interest in your book, please inform your publicist.

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## **Course Adoption**

If your book is intended primarily for higher ed course use, it will receive a special textbook promotion plan. We also honor exam copy requests for all books from legitimate course adoption inquiries. Please do see more details on our website ([mitpress.mit.edu](http://mitpress.mit.edu)).

## **E-content**

The MIT Press dedicates considerable resources toward maintaining a strong and stable footing in the electronic book world. The e-book market continues to develop and customize itself, creating new avenues for content distribution, marketing opportunities, and revenue for authors and publishers.

Our e-partners represent a variety of business models targeting online customers, libraries, students and corporate employees, among others. Some models offer expansive e-libraries, charging users for viewing or printing only parts of a book, while others are modeled to sell the entire work as an e-book. Regardless of the model, before establishing a partnership the Press requires each e-vendor to meet stringent criteria including file security, and routine sales reporting so that we can compensate our authors in a timely and accurate manner. We work with many partners but the largest include Amazon Kindle, GooglePlay, Apple iBooks, Barnes & Noble Nook, IEEE, UPSO, EBSCO, ProQuest, UniverstyReader, Books 24x7 and numerous other programs. Some programs that we participate in do not produce revenue but perform an important promotional function. These programs include Amazon's Search Inside the Book, Google Book Search, and Barnes and Noble See Inside. We also have our own ebook program where we sell ebooks in PDF and EPub formats directly from the MITP website.

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## **Subsidiary Rights**

The MIT Press has a successful licensing program. We actively license our list throughout the world - both through our network of fifteen subagents in Latin America, Europe, and Asia and working directly with local publishers in all other markets. We attend the major book fairs in London and Frankfurt as well as the U.S. based fairs and trade shows.

We also have an aggressive approach to digital licensing and work with a host of academic digital aggregators to ensure our titles are searchable and available to licensors, consumers, researchers, professionals and library patrons throughout the world.