

# BOLSTER YOUR MARKETING PROGRAM

## with Lerner's Expert Marketing Team

TACTIC	DESCRIPTION	FEE	DEADLINES
<b>TOP REVIEWER LIST</b>	Early reviews are critical to a book's success so we provide our top early reviewer list to all clients. We also include details and tips for successful submission, and provided updated contact information when reviewers change jobs.	<b>FREE</b>  See the LPS Client Portal for the most up to date Early Reviewer List.  <a href="https://lernerbooks.com/lps-client-portal">https://lernerbooks.com/lps-client-portal</a> password: WeLoveLPS	The earliest early review deadline is five months prior to the publication date of the book. See the LPS Client Portal for more details and the most up to date Early Reviewer List.
<b>MARKETING PLAN DEVELOPMENT</b>	Our team will develop a US-based marketing plan for your approval, to include recommended items from the list below.	<b>\$150</b>	7 months before the season begins
<b>ADVERTISING</b>	As a frequent advertiser in trade journals, newsletters, and consumer-facing book websites, Lerner is able to book ads at a discounted rate with those outlets and pass the savings on to you.  If desired, we can also provide design services, with two rounds of revisions, at a rate of \$75/hour.	Varies by publication, please contact us for a quote	Varies by publication, please allow one month minimum for print outlets
<b>GALLEY BOX TO INDEPENDENT BOOKSTORES</b>	We can coordinate placement of items (ARCs, F&Gs, bookmarks, postcards, etc.) in the American Bookseller's Association Quarterly Galley Box program.  Clients are responsible for providing the materials to be included. We can help source US-based production companies if needed.	See prices on ABA's website: <a href="https://www.bookweb.org/publisher-programs-rates#redboxrates">https://www.bookweb.org/publisher-programs-rates#redboxrates</a>	See Schedule on ABA's website: <a href="https://www.bookweb.org/associate-member-publisher-program-schedules#boxmailing">https://www.bookweb.org/associate-member-publisher-program-schedules#boxmailing</a>  Reserve your spot at least one month prior to those deadlines.
<b>EARLY REVIEW CAMPAIGNS</b>	We will submit your seasonal list for early review to relevant trade journals, major consumer publications, and our internal big mouth physical and digital checklists.	<b>✓ Hourly costs breakdown: \$100 per hour</b> <ul style="list-style-type: none"> <li>• Early Review Mailing: 30 minutes per title</li> <li>• Pitching to reviewers: 2 hours per season</li> <li>• Checklist mailing: 2 hours per season</li> <li>• Seasonal Roundup: 5 hours per season</li> <li>• Admin (tracking, communication, data management, document management): 4 hours per season</li> </ul> <b>✓ Shipping Fees</b> <ul style="list-style-type: none"> <li>• A flat fee of \$250 per season covers all shipping, materials, and handling fees</li> </ul>	Need to alert Lerner 7 months prior to beginning of season whether we are managing for that season.  Requires a publisher to be able to meet the following deadlines: <ul style="list-style-type: none"> <li>• Complete metadata 6 months ahead of the season</li> <li>• Printed ARCs or F&amp;Gs at Lerner 6 months ahead of pub date</li> </ul>

TACTIC	DESCRIPTION	FEE	DEADLINES
<b>AUTHOR SIGNINGS AT TRADE SHOWS AND OTHER EVENTS</b>	Lerner can arrange in-booth signings for authors at trade shows where Lerner is exhibiting.	Pricing varies by show	As early as possible, at least three months before the show
<b>PUBLICITY LISTS</b>	Lerner contracts with a media database company called Meltwater. Lerner will provide a list of media contacts in a specific field of interest upon request to participating publishers.	<b>\$350.00</b> annual fee per publisher	Upon request
<b>BOOK BUZZ/BOOK BEAT AND BOOKSTORE MONTHLY eNEWSLETTERS</b>	Lerner sends newsletters each month to opt-in subscribers. The emails display recent award winners, starred reviews, and upcoming events. Book Buzz features grades K-5 titles; Book Beat features grades 6-12; and Bookstore highlights trade titles to the indie bookstore market. Starred reviews and award will be included automatically at no cost. LPS clients may request other titles for inclusion as well.	<b>\$50</b> per featured title	Mid-month for the following month
<b>DEDICATED eBLASTS</b>	Lerner will send targeted promotional message to booksellers and/or librarians using images and messaging you provide.	<b>\$300</b> (limit two eBlasts per month)	One month prior to the desired send date
<b>EDELWEISS LISTING AND SUPPORT</b>	Enhance your automatic listings on Edelweiss with dedicated digital catalogs, outreach to Edelweiss users, advertising, and digital review copies.	<b>Varies</b>	One month prior
<b>NETGALLEY SERVICES</b>	Lerner is a long-time partner of NetGalley and can post digital review copies on your behalf and promote to our NetGalley audience.	<b>\$150</b> per title	7 months before season begins
<b>AMAZON SERVICES: ENHANCED MARKETING CONTENT</b>	Also known as EMC, this option elevates your book's product page on Amazon through additional images and text.	<b>\$150</b> per title for two approval rounds	One month prior
<b>AMAZON SERVICES: PAY-PER-CLICK ADS</b>	Lerner will manage pay-per-click services on Amazon.com on your behalf.	<b>Varies</b> budget determined by publisher	One month prior to when you want the ads to run

For more information or to build a marketing program that works for you,

**PLEASE CONTACT:**

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**Lerner** PUBLISHER SERVICES