



## **Book Trailer Guidelines**

If you create a book trailer, Lerner can help promote the trailer via social media and by adding it to our website, to the book detail page on Amazon, to the Lerner YouTube channel, and by pitching the book trailer to select media outlets.

Here are some technical tips to keep in mind when creating your book trailer:

- Book trailers for YouTube, social media, Lerner’s website, and other uses may include a slide with a website URL at the very end.
- Book trailers for Amazon product page use CANNOT include URLs of any kind in text or audio, including social media handles. They should also not include text noting “Available at all bookshops.”
- We suggest including URLs or “wherever books are sold” information on a slide at the very end of the video, after any audio has ended. This way, Lerner we can edit the video and cut off the end slide before uploading the video to Amazon.
- If you decide to host your book trailer on your own YouTube channel, please check “allow embedding” so we can also use the video and promote it on LernerBooks.com.

A screenshot of the YouTube upload settings interface. At the top, there are fields for 'Recording date' (set to 'None'), 'Video location' (set to 'None'), and 'Video filename' (set to 'CITYH.mp4'). Below these is the 'License' section, which includes a link to 'Learn about license types.' and a dropdown menu currently set to 'Standard YouTube License'. The 'Allow embedding' checkbox is checked and circled in red. Below it, the 'Publish to subscriptions feed and notify subscribers' checkbox is also checked. The 'Shorts sampling' section is visible at the bottom, with a note about allowing people to create Shorts and a 'Learn more' link. The 'Allow people to sample this content' checkbox is also checked.

- Please provide credits as a separate text file for any audio, stock video, or stock photography included in the book trailer. Please send credit information to Megan Ciskowski (mciskowski@lernerbooks.com).
- If you would like the book trailer to appear on the book’s Amazon product page, please send the original .MOV file to Megan Ciskowski ([mciskowski@lernerbooks.com](mailto:mciskowski@lernerbooks.com)). Please allow for at least three weeks for the trailer to appear on Amazon after sending the file.