



Page Publishing, Inc.
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Staten Island, NY 10309

Optional Promotional Packages and Materials

In addition to our traditional promotional efforts detailed in your author agreement, you may also opt for some of our optional promotional items that can help you boost your popularity as an author and consequently increase sales. If you're a bit unsure about where to start with promoting your book, our available options are listed below.

- Radio Interview
- Video Trailer
- Author Promotional Package
- The Combined Book Exhibit
- Individual Promotional Items

 **The Radio Interview** promotion gives you the opportunity to do a 3-minute radio interview about your book. The interviews are recorded at a pre-arranged time that is convenient for you, edited down to the most compelling remarks about the book to catch the interest of the listeners, and will be aired on Saturday night on the Page Publishing Book Club show on WOR.710. It will also be on iHeartRadio.com. Once it has been aired, you will be provided with a link of the show to use for your own publicity efforts.

Q: How long is the radio interview?

A: The interview itself varies as far as time goes. It will be pre-recorded via telephone conference and the final piece will then be edited down by the producers to the "perfect" three minutes. Those three minutes will be what is aired.

Q: Which radio station will the interview be aired on?

A: WOR 710 (The official station of the NY Mets) as well as iHeartRadio.com

Q: When will the radio interview be aired?

A: Radio interviews are aired once the producers have had a chance to edit the interview. WOR 710 will then air the interviews in the order in which they are completed on their end.

Q: Will I be given a copy of the audio after the interview?

A: A link to the audio will be available on your author portal once it has been edited.

Q: How much does a radio interview cost?

A: \$395

 **The Video Trailer** promotion is a 30-second video production which includes high-resolution images of the book's cover design, a summary of the book, and information as to the various outlets where the book is available for purchase. This video production will be posted to YouTube. These are great videos to share on social media websites, your personal author webpage, etc.!

Q: How long will the video trailer be?

A: 30 seconds

Q: What does the video trailer include?

A: This is a 30 second video which includes a summary of the book, high-resolution images of the book's cover design, and information as to where the book can be purchased.

Q: Where will the video trailer be posted?

A: This video will be posted to YouTube and author webpages.

Q: Will I be given a copy of the video trailer?

A: A link to the trailer will be posted to your author portal once completed.

Q: How much does a video trailer cost?

A: \$395

 **The Author Promotional Package** is an effective tool if you are planning on hosting book signings for your newly-published work. This package includes: 500 Bookmarks, 1,000 Sell sheets, and one 24x36 Poster. The sell sheets can be used directly to help you land the book signing event. They provide the specifications for your book that any local retailer would need to decide if they are interested in stocking your book or hosting an event for you. Once you schedule a book signing, the poster is great to have for display purposes and the bookmarks can be used to give away as freebies for the people who attend the event.

Q: What does the author promotional package include?

A: 500 bookmarks, 1000 sell sheets, and one 24-inch by 36-inch poster. (For more information please see below.)

Q: How much does the author promotional package cost?

A: \$395

 **The Combined Book Exhibit** – Would you like another tool to boost your book sales and gain valuable exposure to large book buying audiences? Page Publishing is proud to announce our newest alliance with *Combined Book Exhibit*. Recognizing the quality of the books in the Page Publishing catalogue, CBE was kind enough to offer preferential show placement and discounted exhibit fees to all Page Publishing authors. For only \$275 per show, CBE will transport and showcase your book to your choice of one of many worldwide book fairs and will list your book in CBE's exhibit catalogue so that interested parties can contact you/us directly. In addition, your title will also be showcased in CBE's online catalogue for one year! If you want to have your book displayed in front of hundreds of thousands of interested readers and book buyers but do not want to spend tens of thousands of dollars on exhibit space and travel costs, Combined Books Exhibit is the option for you.

If you elect this option, please contact the Combined Book Exhibit staff directly for payment information. Page Publishing does not take payments for CBE exhibits. For more information, please visit the link below which will take you to the CBE site & Page Publishing registration page with special pricing. Be sure to let us know if you plan to exhibit your book at one of their shows, so that we can make mention of it on our blog and social media!
https://secure.combinedbook.com/cbe_reseller/pagepublishing.html

 **Individual Promotional Items:** Below is a complete list of promotional materials available through Page Publishing. If you are interested in learning additional details about these publicity options, please feel free to reach out to your Coordinator. They will be happy to provide you with any information you might need about these items!

Sell Sheets:

What sort of information is included?

The sell sheet will include the following information:

- Title, name of author, formats the book is available in
- Page count, price, & ISBNs for all available formats, a summary of the book, and information about the author
- Marketing & distribution information, which will also let others know your book is available via Ingram.

Sell sheets/marketing information sheets are one of the first items requested by potential book buyers for retail outlets. It is a good idea to keep these on hand.

What are the dimensions of a sell sheet?

8.5x11 inches.

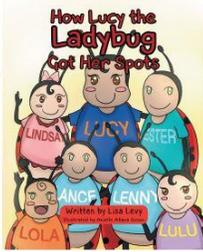
How many can I order?

Available quantities: 100, 200, 500, 1000

What is the cost?

100 sell sheets: \$100 500 sell sheets: \$175
 200 sell sheets: \$145 1000 sell sheets: \$220

How Lucy the Ladybug Got Her Spots
by Lisa Levy





Book Summary

Hi, friends, I'm Lucy the Ladybug. I live in the village of Bugville, at No. 1 Ladybug Lane, with my six children. We live in a beautiful cottage beneath a large oak tree. We have many nice neighbors.

You will meet all six of my children. Their names are Lester, Lulu, Lenny, Lindsay, Lance, and Lola. You will also meet Grandma Lela. My middle child, Lindsay, is the one who asks a lot of questions all the time. Now she wants to know how her room got all her beautiful spots. Do you think, perhaps, that Grandma Lela will have the answer that Lindsay is looking for?

Also, just what does Grandma and Lindsay plan to do on a Saturday morning? And why is Lindsay in such a hurry to get to Grandma's house?

Enjoy the surprises that you will find inside this story titled *How Lucy the Ladybug Got Her Spots*.

Marketing & Distribution

The marketing and publicity campaign for "How Lucy the Ladybug Got Her Spots" is being undertaken by the Page Publishing marketing department. Promotion of the book includes the dissemination and delivery of a high volume of press releases, various Twitter and Facebook postings, and assorted online advertising campaigns.

"How Lucy the Ladybug Got Her Spots" is available for wholesale order through the Ingram Content Network.

About the Author

Lisa Levy was born and raised in Belleville, Illinois, which is located just fifteen minutes from St. Louis, Missouri. She is married, a proud mother of two grown children, a grandmother of two awesome grandchildren with another one on the way, a ladybug enthusiast, creative writer, and author of *Ladybugs: the Rescue*. Her newest book titled *How Lucy the Ladybug Got Her Spots* is the second book in the series.

There will always be a message in each book she writes, whether it be love, manners, teamwork, loyalty, friendship, laughter, or lending a helping hand. Her hope is for all her readers to enjoy reading the Ladybug collection to their little ones, or perhaps you have a new reader in your family who can read about and proud to family and friends! Story time can be so much fun!

How Lucy the Ladybug Got Her Spots

Author: Lisa Levy

Format: 6x9 Paperback

Pages: 32

Paperback Price: \$12.95

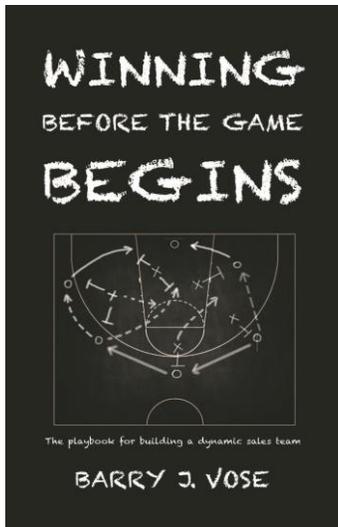
ISBN (pbk): 978-1-64082-226-9

Contact: Call 866-315-2708 for more information



*Please note all promotional item orders take approximately 4-6 weeks including designing, printing, and shipping time.

Magnets:



What information is included?

Magnets show the front image of the author's cover.

What are the dimensions of a magnet?

2x3.5 inches.

How many can I order?

Available quantities: 25, 50, 75, 100

What is the cost?

25 magnets: \$50	75 magnets: \$127.50
50 magnets: \$90	100 magnets: \$160

Business Cards:

What sort of information is included?

The front image of the book's cover, the title of the book, author name, & author webpage link will be displayed. Can be double-sided.

What are the dimensions of a business card?

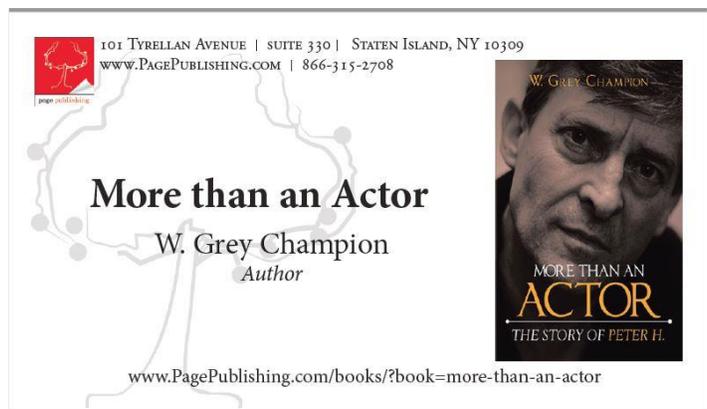
2x3.5 inches.

How many can I order?

Available quantities: 100, 200, 500, 1000

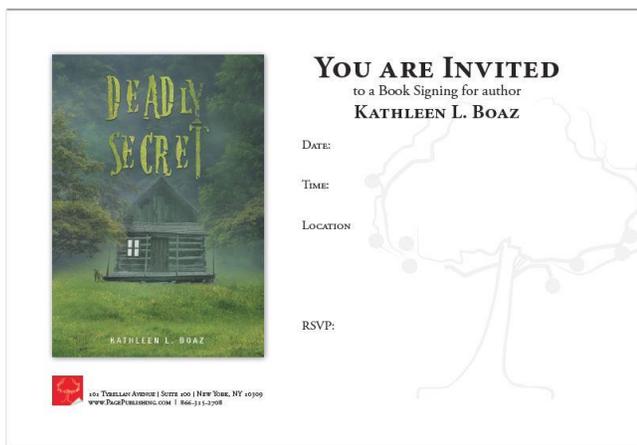
What is the cost?

100 cards: \$22.80	500 cards: \$50.40
200 cards: \$36.80	1000 cards: \$64.40



[*Note: The webpage link will not be a working link until the book is available in all formats.]

Invitation Cards:



What sort of information is included?

Date, Time, Location, and RSVP areas that can be filled in later by the author. The front image of the cover design will also be included on the left side of the invitation card.

What are the dimensions of an invitation card?

5x7 inches.

How many can I order?

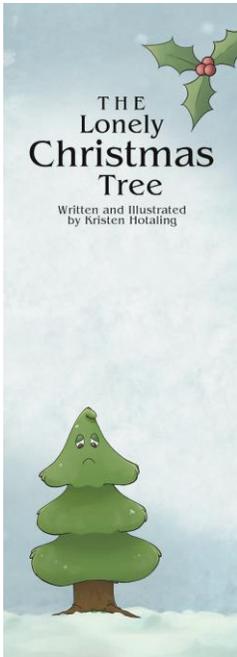
Available quantities: 100, 250, 500, 1000

What is the cost?

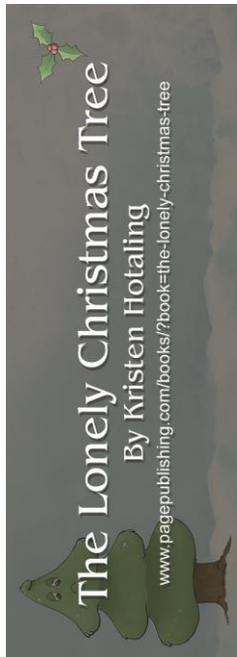
100 cards: \$52	500 cards: \$90
250 cards: \$75	1000 cards: \$170

*Please note all promotional item orders take approximately 4-6 weeks including designing, printing, and shipping time.

Bookmarks:



(Front)



(Back)

What sort of information is included?

The front of the bookmark will have the cover image of the author's cover. The back includes book's title, name of the author, and the author's Page Publishing webpage link.

What are the dimensions of a bookmark?

Bookmarks are 2x6 inches.

How many can I order?

Available quantities: 250, 500, 1000

What is the cost?

250 Bookmarks: \$70

500 Bookmarks: \$90

1000 Bookmarks: \$170

[*Note: The webpage link will not be a working link until the book is available in all formats.]

Posters:

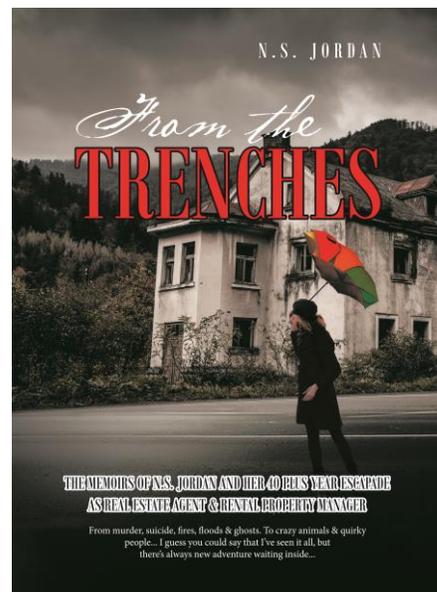
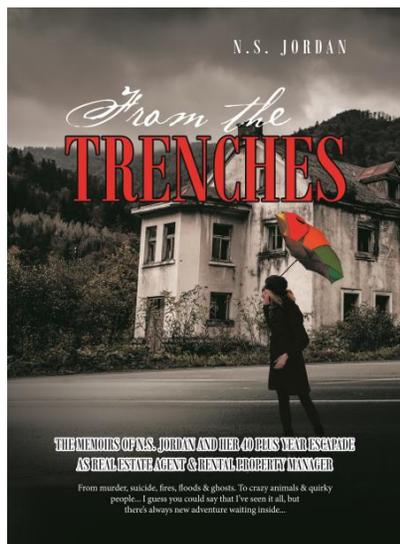
What type of image is placed on the poster?

The poster will show the front image of the author's Cover Design.

What is the cost?

18x24 inch poster: \$39.95

24x36 inch poster: \$49.95



*Please note all promotional item orders take approximately 4-6 weeks including designing, printing, and shipping time.