**Promotion Information Form (PIF)**

Please complete this form as fully as you can, including contact emails.

Detailed information on the PIF will help us to get information about your book out into the community of readers and researchers, and will ensure that we are promoting your book in the most effective manner possible. You know your field of study of study far better than we do after all!

**Your name:**

**Your email:**

**Your book title:**

**Your personal website (if applicable):**

**Your Institution’s Library**. Ask your librarian to add your book to their acquisition list. We can also reach out on your behalf, in which case, please enter the contact information below, but please note your library will be more likely to acquire your book if the request is made internally.

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| **Contact Name (First and Last)** | **Email Address** | **Institution** |
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**Key Contacts.** Please list prominent contacts in your fieldof study. Think about those you have previously worked/collaborated with, any present or former colleagues, fellow academics whose research has been of use or has influenced you in your work, and those who have publication credits on a related topic within the last 5 years.

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**Course Leaders.** Please list relevant courses where your book could be assigned as a course text, or as additional recommended reading.

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**Institutional news**. Please list contacts for newsletters, news sites, blogs who might feature your book.

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| **Name** | **Email Address** | **Website URL** |
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**Reviews**. Please note review contacts for relevant journals, specialist websites, trade magazines, etc., that may be interested in publishing a review of your book.

Please also indicate those that you have previously contributed to, or if you have previously served on an editorial board so we can highlight this when reaching out.

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| **Name of Contact or Journal Title** | **Email Address** | **Website URL** |
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**Academic Societies and Membership Organisations.** Please list any societies, research groups, or other membership organisations with which you are associated, or which are likely to have an interest in your book’s topic.

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| **Name of Organisation** | **Name of Contact/Email Address** | **Website URL** |
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**Need to add more contacts?**

If you filled in all of the allocated space above, but still have contacts to add, then click the link below to download an Excel spreadsheet template.

<https://www.cambridgescholars.com/uploads/sbpub_sub/downloads/PIF-additional-contacts-sheet.xlsx>

**Social Media.** Please ensure that you have followed CSP on all social media sites on which you are active:

@CamScholars (Twitter)

@CambridgeScholarsPublishing (Facebook),

@cambridgescholarsofficial (Instagram),

[www.linkedin.com/company/cambridgescholarspublishing/](http://www.linkedin.com/company/cambridgescholarspublishing/) (Linkedin).

Please list any social media profiles below that you can use to discuss your book:

**Twitter:**

**Facebook:**

**Instagram:**

**LinkedIn:**

*Ensure you have tagged CSP in any social media posts you make about the book, and we will share them to our own pages.*

**Book Launches**

If you are hoping to organise a book launch or similar event, please indicate below, and we will explore ways to support you with this.

Y/N

Please and can explore special discounts rates for bulk purchases if you would like to have copies available to sell-on.

**Conferences and other Promotional Events**

Promotional flyers (A5) and posters (A3) are available free-of-charge to take along with you to conferences and similar events where you can promote your work. Any promo materials that we produce will include a 25% discount code.

All you will need to do to place an order is send an email to your marketing liaison to let them know exactly how many flyers and posters you would like, along with a delivery address, and our design team will prepare them.

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For an additional promotional push, you may also consider contributing to the CSP Book in Focus blog series.

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**Additional Promotional Information**

Please use this section to provide any additional information that may be helpful in marketing your book. Any information you provide here may be adapted for inclusion in promotional materials, and when performing promotional outreach.

Some questions to consider:

*What was your inspiration for writing the book? What does your book do differently to similar titles? What new insights has the book revealed? etc.*

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| [This box will expand automatically] |