

PERSONHOOD PRESS

PUBLICATION TIMELINES

Spring Publication Date

IPG Spring Catalog: distributed to sales reps at IPG's December Sales Meeting for books with publication dates from April through June.

May..... Book Proposals are due, including: (1) Outline of book with table of contents, (2) Description of competitive titles in print and why your book deserves to be published in the face of the competition, (3) Description of audience and size (4) Marketing Plan (Your plan to create excitement for the book and how you will reach your audience through your efforts)

June..... Contracts signed
Solicit endorsements and quotes for the book.

July..... Completed Final book submission forms due for IPG's December catalog (see submission guidelines for requirements)
Book Cover completed for submission to IPG for catalog.

October..... For April pub date: Completed manuscript to be submitted to the publisher.

November... For April pub date: Laid out and designed text and cover files to the publisher for galley production.
Sales kit materials due at IPG (book tour details and

dates and specifics on marketing plan)

(Throughout the remainder of this timeline, to determine “due dates” for a May, June or July pub date, add month for month from April onto the “due month”. For example, a June pub date is 2 months after April, so add 2 months onto due month that is stated “For April pub date”)

Press releases and sample reviews due at publisher for galleys.

December... IPG catalog becomes available and new titles are presented to their national sales meeting in New York.

For April Pub date: Galleys are mailed to appropriate pre-publication trade reviewers.

January..... For April pub date: Book goes to press.

February..... For April pub date: Advance book news (angle specific press releases, etc.) are sent to the appropriate newspapers and magazines to generate review copy requests for printed book.

March..... For April pub date: Books arrive at the IPG warehouse. Requested review copies are mailed. At the publisher’s discretion, unsolicited review copies are mailed to appropriate newspapers, magazines, etc.

April..... First available Spring publication date. April pub date books are available for distribution at IPG!

FALL Publication Date

IPG Fall Catalog: distributed to sales reps at IPG's May Sales Meeting for books with publication dates from September through December.

October..... Book Proposals are due, including: (1) Outline of book with table of contents, (2) Description of competitive titles in print and why your book deserves to be published in the face of the competition, (3) Description of audience and size (4) Marketing Plan (Your plan to create excitement for the book and how you will reach your audience through your efforts)

November... Contracts signed

December.... Completed Book Submission Forms due for IPG's catalog (see submission guidelines for requirements)
Solicit endorsements and quotes.
Book Cover completed for submission to IPG catalog.

March..... For September pub date: Completed manuscript to be submitted to the publisher.

April..... For September pub date: Laid out and designed text and cover files to the publisher for galley production.
Sales kit materials due at IPG (book tour details and dates and specifics on author's marketing plan)
(Throughout this timeline, to determine "due dates" for an October, November or December pub date, add month for month from September onto the "due month". For example, a November pub date is 2

months after September, so add 2 months onto due month that states “For September pub date”)

Press releases and sample reviews due at publisher for galleys.

- May..... IPG catalog becomes available and new titles are presented to the sales force at their national meeting in New York.
For September Pub date: Galleys are mailed to appropriate pre-publication reviewers.
- June..... For September pub date: Book goes to press.
- July..... For September pub date: Advance book news (angle specific press releases, etc.) are sent to the appropriate newspapers and magazines to generate review copy requests for printed book.
- August..... For September pub date: Books arrive at the IPG warehouse. Requested review copies are mailed. At the publisher’s discretion, unsolicited review copies are mailed to appropriate newspapers, magazines, etc.
- September..... First available Fall publication date. September pub date books are available for distribution at IPG!