



ONE THOUSAND TREES

Promotional Services for Authors and Illustrators

We are pleased to provide the following services for our authors and illustrators. You can choose them individually, or package deals are also available.



Press Release and Targeted Promotion: includes a press release about the book that is distributed through various social media channels as well as sent to local bookstores, libraries and specific venues connected with the topic of the book. **\$50.00**



Marketing materials: includes help with design of bookmarks, postcards or other promotional materials, also will present the book to an audience in a book club setting, to receive feedback and photos that can be used in promotions, on websites etc. **\$100-\$200 depending on materials**



Website Creation: includes help with design of an author or illustrator website as well as a monthly plan to keep it updated and promoted. **\$100 for design - \$15.00/month for updates - \$250 package includes design and 12 months of updating**



Official Book Launch: includes all publicity and promotion, set up at location with activities, décor, snacks etc. **\$150.00 - \$300.00 depending on location and materials**



Readings at bookstores and/or libraries: includes arranging for a reading, all publicity and promotion. **\$35/event**



Professional Photography Services: includes 1 head shot to be used on book cover, website or other promotional materials **\$15.00** (choice from several shots); package of 5 shots **\$50.00**; photography for your book launch or other event - **\$100/event**

Packages



Internet marketing campaign – includes press release, website creation and monthly updates and a package of photos to use online - **\$300.00**



Deluxe Package – everything – **\$800.00**

A large circular graphic with a brown border, containing a stylized forest scene with tall, thin trees and a path leading through them. The text is overlaid on this graphic.

Without promotion, something terrible happens... nothing! ~ P. T. Barnum

Go to www.ottbookstore.com to purchase your choice of service or package. Once a purchase is made, you will be contacted by email by Sandra Wilson, Marketing and Promotions Specialist, to finalize arrangements.