



LAUGHING BEAR 106 NEWSLETTER

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The Surviving Small Press: Publicists

I've spent a lot of time writing about do-it-yourself public relations, but there comes a time when it would seem to make sense to hire a professional.

To get a better idea when the time is right to hire a publicist, and how much it would cost, I contacted three public relation firms through which Laughing Bear has received review copies and press releases.

I e-mailed each firm the following scenario and asked what advice they would give if I came to them as a publisher. I tried to be as specific as possible about the situation so the advice would be similar to that you'd receive walking into a publicist's office off the street:

"Hypothetically (since I don't publish books), lets say I have published a mystery novel set in Santa Fe, New Mexico. The hero is a New Age detective and the title is *The Dream Catcher Murders*.

"The publication date is January 1999, and the books haven't been printed yet. Galleys could be sent for review, or I could go ahead and print the books, depending on your advice. Planned print run is 5,000 copies. And I am hoping to keep my marketing budget (publicist, advertising, direct mail)

under \$5,000, though I can come up with more if I need to.

"So, If I came to you with that scenario, how could you help me? And approximately what will it cost? (If you care to include that information.)"

My intention was to use the publicists' input to write a regular newsletter article, but their responses were so good, I decided to expand this issue to accommodate their answers verbatim.

Internet Publicity Services specializes in online publicity with media releases, direct e-mail campaigns, and author cybertours. I reviewed Steve's book, *Publicity on the Internet*, in *LBN 93*, and he has steered me toward reviewing the books of many of his clients. Steve is also a subscriber to this newsletter, which shows me he is interested enough in small press to keep up with the business.

KSB Promotions provides more traditional PR services. Their innovative *KSB Links* newsletter provides reviewers with information about their clients' books and allows the reviewers to choose which would be best for their needs. That way your books are exposed to a large number of review publications, but expensive review copies are only sent to those already interested in giving them print space.

MarketAbility is a full service publicity firm. But they also offer a plan to help publishers with a limited budget produce their own professional quality PR.

Each firm has something special to offer, and together they represent only a sampling of the variety of services and PR programs available. Hopefully, it is a representative sampling and their advice will be helpful should you decide to seek the help of a professional publicist.

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Steve O'Keefe, Internet Publicity Services, Inc.

Quite honestly, if your total marketing budget for a book is \$5,000, then you will be doing almost all the work yourself and you don't have enough money to hire a professional publicist. Publishers at this level have to learn how to do the work and execute the campaigns themselves. You learn how to do the work by reading newsletters, magazines, and books, and grilling professionals whenever you get an opportunity. The standard library of the small publisher has all the information people need:

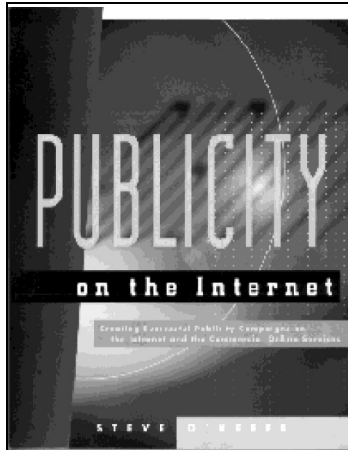
- *The Self Publishing Manual* by Dan Poynter
- *How to Get Happily Published* by Judith Appelbaum
- *Publish to Win* by Jenkins & Stanton
- *The Complete Guide to Self Publishing* by Tom & Marilyn Ross
- *1001 Ways to Market Your Books* by John Kremer

The list goes on and on, and gets quite specific, including branching out into such exotic areas as *Publicity on the Internet* (my own book).

If you learn what you need to do, then you can spend your \$5000 on such things as:

- Getting a good distributor;
- Printing and mailing galleys;
- Printing and mailing review copies;
- Follow-up phone calls on review copies and galleys;
- Improving the cover art;
- Developing a really good brochure;
- Renting library mailing lists.

In other words, with \$5000, you might be able to buy the *materials* you need to run a good marketing campaign, but you'll never be able to hire someone to do it for you. That is the truth about small publishing – you have to learn how to do everything yourself unless you have a huge marketing budget.



I've gotten somewhat cynical about self-publishing over the years. I feel like way too many books are being published, and then abandoned in the market place. If I were publishing today, I would spend *two years* on each book. The first year after I received the rough manuscript, I would spend

my time and money:

- improving the book (editing, proofreading, illustrations, index, etc.);
- getting advance reviews (blurbs, working the galleys, etc.);
- improving the cover (get the blurbs on the cover; better art);
- pumping up my distributors and wholesalers – developing a really good marketing plan and budget;
- selling rights like crazy (foreign language, book club,

serial, audio, etc.);

- affinity marketing – special markets (custom editions for corporations);
- partner with a high-traffic web site (exclusive online excerpt, author interview, chat, etc.).

THEN I would print the book.

Then I would spend the next year promoting the dickens out of it. I would send out at least one thousand review copies. I would work the radio talkshow circuit. I would work every local angle I could. No newsletter would be too small to court. I would feed every scrap of news about the book back to my sales reps, distributors and wholesalers and keep them constantly pumped-up about the book. I would do everything humanly possible to promote this book 24 hours a day through every avenue open to me until I was so sick of it I couldn't look at the cover without feeling ill. Then, after a year of flogging the book to death, I'd stop. At that point, I've done everything I can. If the book takes off, I'd put it on a maintenance program to keep a steady, low-level of support behind it. If the book bombs, I let it go and move onto the next title, knowing I did everything humanly possible for it.

Editor's Note: Since my scenario didn't apply to his services, I then asked Mr. O'Keefe what kind of publisher does use his service.

I mostly work with publishers who have a handle on basic book publicity and marketing and want a boost in the online department. My

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Internet Publicity Services *(continued)*

goal for them is to let the target audience know about each wonderful new title during the month of publication.

I do this by locating the target audience – both the media and the general public – and sending them notices about the book. For the media, I offer a review copy and pitch the author for interview. For the public, I prepare an excerpt from the book and tell people how to get it.

I can also put the author on a chat tour. Most publishers can't afford to send a mid-list author on a real book tour. But there is enough of an audience online to put these authors on a "cybertour." For the price of one city on a real tour, I give them worldwide exposure.

My pricing is \$1450 for a New Book Campaign (no chats) and \$2900 when a Chat Tour is added. The tour has three stops: America Online, CompuServe, and a high-traffic web site.

It's worth spending about 15% of the marketing budget online. If your book's marketing budget is less than \$10,000, I'm too expensive. If your budget is \$50,000, I look like a bargain.

When looking for a publicist, the most important factor is references – who have they worked for, what have they done, were customers happy? I think the second most important factor is creativity, which you can *feel* when you talk with a good publicist, and *see* in written samples of their work.

I would recommend avoiding creating companion sites for books. Unless

you're doing a multi-book series, or you have a franchise book like *Writer's Market*, it's smarter to channel your content to high-traffic sites. It's easier and more effective than trying to drag the traffic to your site.

Steve O'Keefe is founder of Internet Publicity Services, Inc. and author of Publicity on the Internet (John Wiley & Sons, \$24.95) Visit IPS's site at <http://www.olympus.net/okeefe/ips>, e-mail them at okeefe@olympus.net, phone 360-385-5967, fax 360-385-9502, or mail to Internet Publicity Services, Inc., 923 Washington St., Port Townsend, WA 98368.

Kate Bandos, KSB Productions

You asked, "What can a publicist can do for a small publisher?" and "What to expect when hiring one."

In your example, you said you published a mystery novel set in Santa Fe, New Mexico. The hero is a New Age detective and the title is *The Dream Catcher Murders*. The publication date is January 1999, and the books haven't been printed yet. Galley's could be sent for review, or I could go ahead and print the books, depending on your advice. Planned print run is 5,000 copies. And I am hoping to keep my total marketing budget (publicist, advertising, direct mail) under \$5,000, though I can come up with more if I need to.

1. KSB Promotions does not promote any fiction. We specialize in books within the general lifestyle categories, including cookbooks, travel

guides, parenting books, gardening books, some general business titles (especially entrepreneurial topics), select children's books if they have a non-fiction slant (e.g. health, special needs, etc.).

2. We begin every campaign with the question, "Who is going to buy this book? What do they read, and watch, and listen to? This is then the target media in which we want to get coverage so that the right people know the book exists.

In developing the strategies, we work with the publisher/author to come up with a six month to 1 year overall plan on how best to get coverage in these target areas. Obviously, for your "mystery" you can identify those who like mysteries and the various magazines and newsletters that target this, there are numerous conventions/conferences for these people that might be worth tapping into as well. Since the setting is New Mexico, you want to include all the key media in the state and surrounding states, plus the northern states that have a lot of snowbirds who winter in NM. The New Age detective opens up all the new age media, etc.

"What can a publicist do for a small publisher?"

- Publicists often have lists of and/or working relationships with producers, editors, freelance writers, etc. in their areas of expertise that an author/publisher would be able to take advantage of. This is why finding a publicist who has done a lot of work with books of your type is important.

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KSB Promotions

(continued)

- Publicists have done this many, many times and know generally what works and what doesn't work. This saves a lot of spinning of wheels.

- Publicists can keep the client focused. It is very easy to try to do everything at once rather than methodically build the promotion.

- Publicists can stay focused on the publicity, freeing the small publisher to work on sales, presentations, and other important functions.

"What should a publisher expect when hiring a publicist?"

- An understanding of the market.

- Straightforward advice.

- That they will do professionally and in a timely fashion what has been agreed upon. There are no guarantees. Publicists are working with media who can pick and choose their stories. All they can guarantee is the effort put forth to make sure that all the appropriate media have access to the story.

Approximately what will it cost?

Every publicist has a different way of working. Some have a minimum to do the initial plan and a monthly retainer for a certain number of months. Others work on a per project or per hour basis. KSB Promotions has a "Chinese menu" approach that lets a publisher pick and choose the elements that best fit their needs and budget. Some publicists include producing materials and out-of-pocket costs, others have the fee for time and ideas and either provide master materials for

the publisher to produce or add all the out-of-pocket costs separately. Prices can therefore range from a few hundred dollars for some basic consulting to thousands of dollars for multi-city tours and full campaigns.

The rule of thumb of \$1 per book is a good place to start, but the question is what does that cover.

Your \$5000 for promoting a printing of 5000 books follows the rule of thumb of \$1 a book which is a good place to start, but the question is what does that cover. The cost of the book for all the free books, just the publicist's fees, fees and out-of-pocket? That is why it important to plan carefully and get everything spelled out in writing so that everyone understands what is expected.

Kate Bandos is a principal of KSB Promotions, which provides publicity and promotion projects for book publishers nationwide.

Prospective clients can contact Kate or Doug Bandos at KSB Promotions by calling 616-676-0758, fax to 616-676-0759, e-mail to KSB Promo@aol.com, mail to KSB Promotions, 55 Honey Creek Ave. NE, Ada, MI 49301.

KSB Promotions' Tips On How To Select a Publicist

- Check with other publishers doing books in a similar category to see how they handled publicity.

- Get lists from those who have been around the business awhile, such as PMA, SPAN, Dan Poynter, John Kremer, etc.

- See if they are listed in LMP or any of the books on publishing.

- Send out the questions on the PMA listserve or other publishing chat lines.

Then, once you have some names, talk to the publicist.

Do you sense a good connection? Do you seem to agree on the target market?

Get references and check with them to see if the work agreed on was done, were they easy to work with, did they get results, would they use them again on another project, etc.

- See if you can start small with a few aspects of the campaign to see that it is a good match and then build from there or make a change if it is not working.

Laughing Bear Affiliated with Barnes and Noble.com

You can now buy books from Barnes & Noble (usually at a discount) through the Laughing Bear web site.

I'm adding a page to the site to take this affiliation a step further: The Laughing Bear Virtual Book Store. It will feature books recommended in the newsletter, as well as the ability to browse through B&N's entire catalog.

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Can You Get Luxury PR on an Economy Budget? **by Tami DePalma,** **MarketAbility**

Imagine you're getting ready to buy your next car. You start your search by scoping out other vehicles on the road, looking for the ones that fit you and your needs.

"That Sport Utility Vehicle looks rugged, roomy and adventurous."

"Ooooh! Wouldn't a zoomy sports car reflect my speedy side?"

"Maybe a luxury sedan is just what I need to wrap me in royal elegance!"

As you venture off the streets and into the dealership, your dreams quickly vanish and reality sets in. You realize those dream cars are out of your budget. You try to talk the dealer down in price, but there's only so far they can go to get you your dream car and make enough money to stay in business. After great consideration, you settle for a solid, economical, reliable car. It's a nice car that gets good gas mileage, capably totes around the books you plan to have handy, and doesn't require you take out a second mortgage on the house.

Yes, it's a great car. It gets you where you need to go and never breaks down. But it's just not – and will never be – the car of your dreams. It's an economy car.

Now, let's take a look at the publishing world. A full campaign including a Book Promotion Plan, Media Kit, Pre-publication Reviews, Public Relations Campaign, Media Follow-up and Internet Marketing Campaign could

cost up to \$20,000 or more. Limiting a publicist to a \$5,000 budget, yet expecting \$20,000+ results can stimulate the same feelings as that economy car.

Like the car buyer at the dealership, a publisher often negotiates rates with their publicist. The publicist realizes that they will have to work fewer hours for less money, and fewer hours will generate fewer results. The publisher, however, still

Limiting a publicist to a \$5k budget and expecting \$20k results is like buying a Ford and expecting Lexus looks and performance.

expects to get on national television, be the next cover person on all the targeted magazines, and be on bestseller lists across the country – all on an "economy car" budget. Unless publicists explain the effects on their results, and publishers change their expectations to match their investment, publishers are headed for buyer's remorse.

Your choices? Find \$20,000 to hire a publicist to reach your high expectations. Stick to your \$5,000 budget, but change your expectations to be realistic with your investment. Do-it-yourself,

stay within your budget, and be in charge of your own success!

The self/independent publishing industry has exploded over the last decade. Many successful publishers have written guides to help the novice publisher promote their own books. On every self publisher's book shelf should be John Kremer's *1001 Ways to Market Your Book*, Tom & Marilyn Ross' *Guide to Self-Publishing*, Dan Poynter's *The Self-Publishing Manual*, and Jerry Jenkins & Anne Stanton's *Publish to Win*. These are just a few books that are packed with vital information for self publishers. But how do you pull it all together? How do you know which tips apply to your book, and how these tips combine into a momentum-building campaign that gets you maximum exposure?

The newest addition in the arsenal of successful self publishers is MAXIMUM EXPOSURE Marketing System – Publicity and Promotion Blueprint for Book Publishers. At a fraction of what you would pay that publicist, follow a professionally proven book promotion plan that gives you the tools to get your plan started and keeps you in control of your book's destiny.

Tami DePalma is a partner at MarketAbility, and co-creator of MAXIMUM EXPOSURE Marketing System. In business since 1989, MarketAbility markets books through publicity, promotion, internet and special sales. Their passion and their motto

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MarketAbility

(continued)

– Book Publicity and Promotion, with a Twist! – has earned maximum exposure for dozens of independent publishers. MarketAbility clients have received national exposure and made good in radio, television, magazines and newspapers across the country. MAXIMUM EXPOSURE was created for small publishers who have great books, and expect (and deserve) unlimited results on a limited budget.

More information is available by calling 1-888-55- TWIST or sending e-mail to twist@marketability.com.

MarketAbility's Tips On Working with a Publicist

(1) If media follow-up is part of why you are working with a publicist, only hire one who is passionate about your project. Follow-up calls are HARD. A publicist must believe in your project, sell your story and keep motivated to get you exposure.

(2) Discuss your expectations. Your publicist must know what results you expect them to achieve within the confines of your budget. As much as publishers hate it, a publicist should be prepared to strive for all possibilities, but shouldn't promise anything. No matter how good your publicist is, one single, significant world event can wipe out many of your media appearances.

(3) Start with a plan. This may seem like a waste of precious moments, especially when there is so much to do

in so little time. You and your publicist must know and agree who you are targeting, how you will reach them repetitively, how you will capture their attention and why they will buy your book. Skipping this information in the beginning will lead both you and your publicist to frustration.

(4) Communicate with your publicist! If you don't like an angle, explain to your publicist and listen to their answer. You have the inside scoop on what's hot in the industry and what might be the next emerging trend. But your publicist knows how to sell it to the media and your other targeted markets. You should always have final approval of all materials, but your publicist must be fully behind the story angles to do the best job for you.

(5) Revisit your plan often and decide to stay on track and/or follow new opportunities (and how).

(6) Ask the publicist what items you can do to save money, yet not compromise the effectiveness of the campaign. Internet Marketing implementation is something the author can often do better than a publicist. (You are the expert in your field, not us!) Preparation and mailing of your materials is an expense the publisher can eliminate. Have your publicist send originals and a complete sample media kit. Then stuff, seal and label the envelopes yourself. If your marketing materials are strong enough to stimulate response from the media, consider eliminating the media kit folder. This will not only cut the expense of the folder, but will dramatically reduce your postage.

(7) Before you call your publicist, plan out any questions or concerns you have throughout your campaign. We often request our clients e-mail or fax us with questions. The publisher asks better thought-out questions and receives more complete answers in writing. It is also the quickest way to communicate – allowing the maximum time for follow-up! Ask your publicist when they do the majority of their follow-up calls to the media, and avoid calling at those times.

(8) Encourage your publicist! As they make your media calls, they hear "no" more than a salesperson and a 2-year old combined. You'd be surprised what a kind word can do for morale. Ask them what common rejections they are receiving so you can offer new ideas. Together you can reformulate the pitches.

(9) Publicists are creative people. Good publicists have discovered how to become detail oriented, as well. During the planning stages, ask the publicist how they will let you know what is happening throughout your campaign. There is a lot of "behind the scenes" work and it takes several contacts to get the media to say "yes". Let your publicist know your expectations. Do you want weekly reports? Reports as possibilities arise? Reports when results happen?

(10) Get involved! Attend publishing associations, organizations, universities, private seminars, trade shows, conventions. You can't place a value on the contacts you make and the things you learn.

– Tami DePalma

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Summary

The experts have spoken. With my hypothetical little mystery novel and what I thought was a reasonable budget, I'd be better off doing my public relations myself. But at least I know better where I stand.

Don't be afraid to contact these people if you have any questions. They may have options to fit your needs. For instance, MarketAbility's Maximum Exposure program may help improve my publicity campaign, and anytime you get an opportunity to ask an expert's opinion you can learn something you can apply to your own situation.

A lot of you, however, are publishing the kind of books a publicity firm can help you with and have the budgets to hire that help. I hope the advice given in this special issue can help you to make a more informed decision when you hire a public relations firm.

Here's my own list of suggestions to use when hiring a publicist or any professional:

- To the best of your ability, be an informed consumer. Know what you want from the business relationship going in.
- Have a budget. You may have to alter it, but you know what you can afford. Don't let the expense get out of hand in relation to what you can reasonably expect to make back from it.
- If any part of the deal feels wrong, back off and think about it. Then talk it out with the professional. Remember, the firm works for you, not the other way around (although it can feel like that sometimes).

- Analyze any contracts thoroughly. Have your lawyer look them over, if that makes you feel more comfortable. And ask the professional go through it with you. They should offer to do that. Don't sign anything you don't understand. Make sure a price is agreed upon and there aren't a lot of extras, like postage, phone, and other expenses, that can be billed automatically without additional approval from you.

- Ask to see results. The publicist should keep track of who they send materials to and what happens because of them. Most publicists who contact me ask of copies of any reviews or mentions I give their clients. As a client you should get copies to use for blurbs, other marketing, and just for your files.

- Publicists, and anyone selling services, are by nature salespeople, but don't let them hard sell you on a one-size-fits all program. If the person sounds like they'd be comfortable on an info-commercial, or tries to sell you on your own book's potential for being a bestseller, back off. Real professionals act professionally. They'll patiently explain the pros and cons of how their approach to publicity fits in with your needs, and then explain in realistic terms what you can expect from them.

- Shop around. You may well find you need to hire different firms to handle different aspects of your publicity. You may even find you can do some things better yourself with the publicist acting as a consultant.

- Once you hire a publicist you can trust, then do trust them and take their advice. You're paying for it.

Index Your Web Site – Free!

Thunderstone - EPI, Inc. offers a pretty impressive free service for your web site.

They make it possible for visitors to search your site for any word or phrase just as they search the internet with Yahoo or Altavista search engines.

For instance, from <http://www.LaughingBear.com>, you can click on "Search the Site" from the Index bar, and a search page will come up. If you type in "Seattle", it'll come up with a list of pages in the site where the word appears: the home page, library mailing list, and organizations directory, etc.

Thunderstone is in the business of R&D and developing database tools for web servers. If you have your own server, you can download their free Webinator software, but if you just have a web site the indexing service is all you need.

You just go to <http://www.thunderstone.com> and scroll down to "Index Your Site". Clicking on that will send you to a form. Fill it out and submit it. Within 48 hours or so their Webinator software will "walk" your site recording everything, then send you an e-mail telling you how to see the log file of the walk, and they'll give you the HTML code for your own search page.

Copy the code onto a blank web page, link it to your site, send it up to the web, and it's ready for your visitors to use.

There is nothing to download or maintain. Thunderstone sends its webinator out automatically to re-index your site each month.

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Announcements

- **Whispering Green**

(LeRoy Gorman, ed.; Haiku Canada, 67 Court, Aylmer, QC J9H 4M1 Canada; \$3 ppd for members, \$4 ppd for non-members) is Haiku Canada's members' anthology for 1997-98 of the best writing from members of this long-standing literary and publishing organization.

- **Banned Books Week**

'98 (American Booksellers Foundation for Free Expression, 139 Fulton St., Ste. 302, New York, NY 10038; e-mail: abffe@bookweb.org), September 26 to October 3, is again being sponsored by the ABFFE. Bookstores and libraries across the country, will help millions of Americans learn about the critical importance of free expression and of threats to First Amendment rights that exist in our country today. Additional sponsors include the American Library Association, the Association of American Publishers, the Society of Journalists and Authors, and the National Association of College Stores. Endorsed by the Center for the Book of the Library of Congress.

- **Mānoa** (University of Hawaii Press Journals Dept., 2840 Kolowalu St., Honolulu, HI 96822; e-mail: mjournal-1@hawaii.edu; <http://www2.hawaii.edu/mjournal>; \$22/2 issues) is a literary magazine featuring stories, poems, and essays from every shore touched by the Pacific Ocean, including America.

- **New Rates for**

Laughing Bear Newsletter. Beginning Sept. 1, subscription rates are going up to \$15/U.S., \$17/Canada, £15/U.K. & Eire, and \$25/other. **Renew now at the current, low rates!**

- **Publishers Association of the South** (700 S. 28th St., Ste. 206, Birmingham, AL 35233; 205-322-4579, fax 205-326-1012) will hold its Annual Fall Conference September 10-11, 1998 at the Holiday Inn Beach Resort of Jekyll Island, Georgia. The conference is timed to lead into the Southwestern Booksellers Association Trade Exhibit to be held at the Jekyll Island Convention Center Sept. 11 to 12. Call 800-331-9617 for more info about the SBA event.

- **House Organ** (Kenneth Anthony Warren, ed.; 1250 Belle Ave., Lakewood, OH 44107; no cost given, but contributions are appreciated) continues to be a delight among literary magazines. The Summer 1998 issue features Dick Higgins, John Bennett, Charles Potts, and Hugh Fox, among many others.

- **Bueno** (Elizabeth Reid, ed.; PO Box 637-B, Campo, CA 91906) has put together a special assortment of seven bilingual (English/Spanish) books at one low price of \$34.95 ppd. Includes books on teaching English, cooking, Mexican slang, a dictionary, a word builder, and a coloring book, as well as a surprise book if you include payment with the order.

- **Domestic Violence** (Four-Sep Publications, PO Box 12434, Milwaukee, WI 53212; 70 pp, \$8 ppd) is John Bennett's new collection of "shard writing".

- **Keepers of the Earth** by LaVerne Harrell Clark (Cinco Puntos Press, 2709 Louisville, El Paso, TX 79930; 800-566-9072; price not given) has been named winner of the 1997 award for "Best First Novel" by Western Writers of America.

- **Small Publisher** (Nigel Maxey, ed.; Box 1620, Pineville, WV 24874-1620; \$15/6 issues) is a 36 page tabloid newspaper for small press publishers.

- **International Titles/ Harry Smith** (Loris Essary, dir.; 931 E 56th St., Austin, TX 78751-1724; 512-451-2221; leint@eden.com) is taking reservations to exhibit books at the Frankfurt Book Fair (October 7-12). The exhibit is limited to 300 titles. You get face-out display, a 100+ catalog entry with cover illustration, and appointments with book and rights buyers are already booked.

- **MannMedia** (Judith Mann; 503-285-8760; e-mail: jcmann@europa.com; <http://www.macsolve.com/mannmedia>) offers web site development, online promotion, and electronic book services for self-publishers, artists, and small businesses.

- **Bloomsbury Review** (1762 Emerson St, Denver, CO 80218-1012; 303-863-0406), has published **The BookLover's Guide**, a guide to building the home library, \$12.95/softcover or \$21.95/hard +\$3 p&h

Advertising: *Laughing Bear Newsletter* does not accept classified advertising. Press releases, review copies, and samples of products can be sent to the editorial offices. If deemed useful to *LBN* readers, they will be mentioned in the Announcements section of the newsletter. Insert ads, in the form of flyers inserted in newsletter mailings are welcome. Send 150 copies of the ad and \$50 and the ad will go out with the next issue of the newsletter. There are no deadlines. **Contests or any other events or promotions that solicit money in the form of reading or entry fees will not be accepted.**

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