



Will cover photos/illustration be supplied for consideration?  Yes  No

If Yes, in what format?

If No, does your budget allow stock photography/illustration?  Yes  No

Are there any tie-ins to existing books or images that must be considered?

Can you supply sample interior page design?  Yes  No  Later

Can you send a brief *one-page* synopsis of the book?  Attached  Later

## Marketing Information

Who is your target audience?

Are there competing titles?

If so, what makes yours unique?

What category/section does your title fit in?

What is your major purpose or goal in producing this book?

How will you market the book?

Bookstores  Distributor  Direct Mail  Catalog  Seminars/BOR

Newsletter  Libraries  Internet  Other

Are there some future plans for the book which should be considered now?

Will you need promotional front cover files?  Yes (If Yes, check format)  No

Lo-rez JPG file for Web use (built per Amazon.com specifications)

Standard hi-rez TIFF file, 3", for print promotion ( PC  Mac  Both)

Back cover  Other

Will you need additional book promotional materials?  Yes (Check below)  No

Poster  Sell Sheet/Flyer  Print Ad  Postcard  Brochure

Business Cards  Stationery  Training Manual  Audio Version

Other

## Payment Information

How do you prefer to pay?  Credit Card  Check

## Just one more thing...

What's most important in communicating with your design firm?

How do you prefer to communicate?  E-mail  Phone  Mail

Who is representing you on this project and/or who makes the decision to approve the final design?

Why did/would you select us for this project?

Anything else?

*We look forward to working with you!*

*Please fax to:*  
(715) 634-5617

*Or mail to:*  
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