

# **BLACK WRITERS ON TOUR MEMBERSHIP PACKAGE**

1. Radio-TV Interview Report

This trade publication is distributed every three weeks to 4,000 television and radio talk show producers who are responsible for booking guests on TV and radio shows. Although new issues are distributed regularly, it is not uncommon for producers to hold on to the magazine for months as this is the main source for guest bookings.

Regular cost (1/2 page) \$457.00  
With membership (1/2 page) 350.00  
With membership (1/4 page) 175.00

(Please note: 1/4 page not available without membership.)

2. Ingram Advance Catalog

The Ingram Advance Catalog is mailed by Ingram's (one of the largest distributors in the country) to over 20,000 stores and 10,000 libraries across the nation. This catalog highlights only new vendors and titles and introduces the books to retailers who may never have heard of the book otherwise.

With membership \$310.00

3. African American Connection Catalog

Magazine which is distributed to African American book stores as well as the chains. Highlights books as recommended reading.

Regular cost \$550.00  
With membership 450.00

4. Resource Guide for African American Writers and Speakers

Resource guide, by Dr. Rosie Milligan, which provides a complete list of resources to help authors develop efficient marketing programs. National lists include: Black book stores, media, churches, colleges, agents, publishers, and much more.

Regular cost \$49.95  
With membership 29.95

## Black Writers On Tour Membership Package

- Marketing plans and strategies for authors

Regular cost \$75.00  
With membership 25.00

- Complete application for national distribution (i.e. Baker & Taylor, Ingrams)

Get the authors book into the major distributors which service African-American book stores and the major chains throughout the country.

Regular cost \$250.00  
With membership 150.00

- Secure distributorship with African American distributors

With membership \$500.00  
per distribution

- Develop professional press release which can be used for mailings to newspapers, magazines, and radio.

Regular cost \$200.00  
With membership 125.00

- Develop professional press package

Regular cost \$500-750  
With membership 250-350

- 10 color or 50 b/w photo reprints (5x7)

Regular cost 125.00  
With membership 75.00

- Secure radio interview – this is based on a per interview cost

Regular cost \$150.00  
With membership 75.00

- Secure syndicated radio talk show interview – this is based on a per interview cost

Regular cost \$250.00  
With membership 125.00

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13. Secure cable TV interview – this is based on a per interview cost

Regular cost \$100.00  
With membership 50.00

14. Secure national TV interview – this is based on a per interview cost

Regular cost \$2500.00  
With membership 1000.00

15. Secure Internet chat with major on-line book club

Regular cost \$100.00  
With membership 50.00

16. Secure newspaper article (story printed)

Regular cost \$150.00  
With membership 100.00

17. Secure national magazine article (story printed)

Regular cost \$500.00  
With membership 300.00

18. Secure Internet marketing: gain placement on Internet book sites, arrange 3 book chats,  
send mailing to 1000 African American Internet readers

Regular cost \$350.00  
With membership 250.00

National Book Store Mailing List (provided on mailing labels)

Regular cost \$100.00  
With membership 50.00

19. Book signings

Regular cost \$100.00  
With membership 50.00

Speaking Engagements: 25% of speaking fee or

\$125.00 for non-fee engagement - Regular  
\$75.00 for non-fee engagement - Membership

## Black Writers On Tour Membership Package

### **ADDITIONAL SERVICES**

Discount services are provided on the following:

- Editing
- Rewrite of manuscript
- Formatting
- Ghost Writing
- Graphic Designs for book covers
- Typesetting
- Printing