

HONEY BLONDE CHICA

By Michele Serros

Release 5/2/06

Solicitation

- Book Sense mailing
- Feature in *Simon Pulse* magazine '06
 - 0-689-04691-X; 5/2/06 release; packs of 10; FREE
 - Will work with a teen magazine/consumer products company for a wider distribution
- Check Your Pulse e-mail book club for teens
 - Monthly newsletter
 - More than 2,000 subscribers
- Inside front cover of catalog and interior catalog spread
- Cross-promote in SSE catalog

Promotion

- Very cool promotional item (tent: flip flops)
- Promote with New York International Latino Film Festival (July '06)
- Promote with Latino book month (June '06)
- Pitch to Jane magazine
- Promote at Book Expo America (May '06)
- Create sales kit for reps and accounts
- Postcards for author to distribute

Publicity

- Pitch to Hispanic and select national media
- Pitch to teen and women's magazines
- Appearances to tie in with author's schedule including Los Angeles Times Festival of Books
- Work with author contacts
- Teen/Tween catalog (cover and lead book in teen section)

*****Please see next page for full overview of the publicity activities for your book.***

Advertising

- Consumer print or online advertising (tentative) – MORE TK

Education/Library

- Giveaway on ALA/YA Galley Listserv

Online

- Feature on SimonSaysTeen.com and SimonSaysTheSPOT.com
- Teen Chick Lit bookshelf

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INTRODUCTION TO PUBLICITY SIMON & SCHUSTER CHILDREN'S PUBLISHING

The publicity department handles review coverage of your books (print, television, radio, and online), author/illustrator interviews, and public book signings at bookstores and selected festivals supported by Simon & Schuster Children's Publishing.

Here's an overview of the publicity that will happen for your book:

CATALOG MAILING

As you know, your book is included in Simon & Schuster Children's Publishing's seasonal catalog. Immediately following sales conference, this catalog is sent to more than 1,000 media outlets nationwide with a checklist. The media outlets on this list range from small children's literature newsletters and newspaper columns, to educational and trade journals, to national magazines like *Teen People*, *CosmoGirl*, *Time* and *Newsweek*, to TV and radio producers at programs like NBC's *The Today Show*, *The Oprah Winfrey Show*, and National Public Radio. Each reviewer marks off the books he or she wants to see on the checklist and receives review copies when finished books are available. This catalog mailing happens well in advance of the publishing season so that publications and producers with longer lead times will have plenty of advance notice of our books.

TEEN/TWEEN CATALOG

In addition to inclusion in our regular catalog, we create a separate catalog each season highlighting only our books for teens and tweens (books for ages 9 up). This catalog is mailed with a checklist to more than 100 media outlets for teens & tweens, such as *Teen People*, *Teen Vogue*, *Girls Life*, and *TeenReads.com*. Each reviewer marks off the books they want to see on the checklist and review copies are sent when finished books are available. This catalog mailing happens in advance of the publishing season so that publications with longer lead times will have advance notice of our books. *Honey Blonde Chica* was featured as the lead title in the teen section of our Summer 2006 catalog.

F&G/GALLEY & FINISHED BOOK MAILINGS

Next, advance review copies (f&gs or galleys) are mailed to our pre-publication review list. This begins 3-6 months prior to the publication date. We do not release our exact contact lists, but f&gs/galleys of all books published by Simon & Schuster Children's Publishing are sent in advance of publication to the major review journals (*Publishers Weekly*, *Booklist*, *School Library Journal*, *Kirkus*, *Horn Book*, *VOYA*, etc.), the major parenting and teen magazines (*Parents*, *Parenting*, *Child*, *Teen People*, *Seventeen*, etc.), and other major review outlets (*New York Times*, *USA Today*, *Chicago Tribune* etc). Finished copies of all books also are sent to this list. Most of these publications review books either the month prior to publication or within the month of publication. Copies of any resulting reviews from any of these or other publications will be sent to you by your editor.

YOUR PERSONAL MEDIA CONTACTS

We are delighted to send review copies of your book to any media contacts you may have of your own. These can include people you know personally who work in the media (journalists or producers), important media contacts in your local area, producers/reviewers who have covered your previous books, or contacts at alumni magazines. In order for us to send review copies to these contacts, please send your list with complete name, title, name of publication or program, and address to your Jennifer Zatorski at jennifer.zatorski@simonandschuster.com. If submitting information for your alumni magazine, please provide your year of graduation and degree.

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