



authorHOUSE

## ADVANCED PUBLICIST SERVICE AGREEMENT

THIS ADVANCED PUBLICIST SERVICE AGREEMENT (“Agreement”) is made and entered into by and between the person identified below in the Advanced Publicist Agreement Sign-off Section (“Author” or “you”) and AUTHORHOUSE UK LTD., (“AuthorHouse UK Ltd” or “we”).

The parties acknowledge that Author has entered into a certain Author Services Agreement with AuthorHouse, pursuant to which AuthorHouse has agreed to distribute Author’s Work and perform other services as instructed and paid for by you. Capitalized terms not defined in this Agreement will have the meanings ascribed to such terms in the Author Services Agreement unless the context dictates otherwise.

### I. Advanced Publicist Services

In support of Author’s efforts to promote and to sell the Work, AuthorHouse hereby agrees to provide the following publicist services to the Author over a period of 60 days (collectively, the “Publicist Services”):

An AuthorHouse Publicity Specialist will contact the Author to determine the Author’s needs and interests in promoting the Work. Our representative (The Publicist) will have an initial meeting with the client for a minimum of one hour, either face-to-face or over the phone, to plan a bespoke service that is unique to the Author’s book, to decide on how the book will be marketed. This is seen as very much a collaborative process.

The Publicist will act as the Author’s daily contact for the media. The Author will be able to pass the Publicists details to media people they meet, and anyone else who might have a professional interest in the Author’s book.

AuthorHouse will work with an external public relations agency to write a press release for the Author’s new book. This press release will be distributed to approximately 100 media outlets throughout the UK.

The Publicist will then follow up with the 100 media outlets throughout the UK on the Author’s behalf, attempting to attain reviews, publicity and interviews for the author.

AuthorHouse will provide the Author with a copy of Your Voice in Demand.

AuthorHouse will provide the Author with 50 “starter” press kits. Press kits will include a one-page full-color “Sell Sheet”, one page Author “Bio Sheet”, and a copy of Author’s press release.

The Publicist will provide a weekly update regarding the results of the contact responses. The Author will be notified promptly following the Publicist’s or AuthorHouse’s receipt of an interview or guest appearance request. The Author is responsible for scheduling and facilitating such interviews or appearances.

In addition to the Press Release follow up, where the Author notifies The Publicist of additional national press, who have not already been contacted as part of the PR package, The Publicist will happily contact them on the Author’s behalf; be it radio, television or printed press.

The Publicist will create a unique e-bulletin designed to the Author’s specification, which will be sent to the Author. In turn the Author can forward this as often as they like to individual contacts and the Author’s own email database; alerting colleagues, friends and family to the publication of the Author’s book. The bulletin is a flexible document that may include images of the book and/or Author, details of the book and the Author, Publicist’s contact details, ISBN, purchase price and hyperlinks to the Author’s website as well as providing information from which recipients can buy the book from directly e.g. AuthorHouse, Amazon, Waterstones and Barnes & Noble.

The Publicist will identify the major media outlets in the Author’s region – newspapers, magazines, radio and television – which the Publicist will then contact on the Author’s behalf, to arrange articles or interviews. AuthorHouse will also arrange for copies of their book to be sent to them, where requested. The Publicist will also contact additional regional media that the Author alerts the Publicist of.

Where possible the Publicist will attempt to place articles on Author’s in relevant specialist media. If the Author’s book is of a special interest, the Publicist will additionally focus on special media contacts; this is something that the Publicist will assess on an individual basis.

The Publicist will contact regional and national bookstores, and any local or specialist booksellers that the Author knows of, to attempt the stocking of the Author’s book.

Where appropriate, the Publicist will enter the Author in national and regional literary competitions.

It might also be the case that the Author would like to put themselves forward to speak at a charity event or literary festival, which the Publicist would try and organize on their behalf.

The Publicist will send the relevant organization a copy of the Author's book, together with a copy of the Author's Bio and Press Release. The Publicist will also help the Author to fill out any paperwork required by the institution. The Publicist will rely on the Author to make aware of competitions they would like to enter, or the event they would like to speak at.

The Publicist will also provide an initial appraisal of business issues that might arise with respect to the Author's book and its marketing process. For example points on copyright, use of images and exclusivity agreements with national magazines. This does not constitute legal advice, however the Publicist can supply contacts to media lawyers and specialists if the Author needs detailed advice.

## **II. Guarantees and Requirements**

AuthorHouse will use its commercially reasonable best efforts to gain media attention for the Work by virtue of providing the Publicist Services. In return, Author will fully cooperate with AuthorHouse in its provision of the Publicist Services. Notwithstanding the foregoing Section I, AuthorHouse makes no guarantees or promises as to the minimum success of the Publicist Services or the amount of Work sales which may result from the Publicist Services, it being understood and agreed by Author that AuthorHouse has no control over the purchasing decisions of the media or of consumers and will not be liable to Author if the Work does not sell. AuthorHouse retains the right to refuse to promote books that contain content that is deemed to be false, defamatory, or otherwise injurious to third parties. This may include content that is obscene or could be construed as hate speech.

## **III. Payment**

You will pay to AuthorHouse the sum of \_\_\_\_\_ Pounds (£\_\_\_\_\_) upon your execution of this Agreement.

## **IV. Remedies and Limitations**

You expressly acknowledge and agree that this Agreement is entered into pursuant to the Author Services Agreement Terms and Conditions, which are hereby incorporated by reference herein. Author's participation in the Publicist Service and the performance by AuthorHouse of its obligations under this Agreement, will be deemed to constitute "Services" as defined in the Author Services Agreement Terms and Conditions, Description of Services and Services Order Form, and all of the provisions of the Author Services Agreement Terms and Conditions will apply equally to this Agreement, without limitation. Further, the provisions of the Author Services Agreement Terms and Conditions, to the extent they generally limit AuthorHouse's liability and otherwise protect AuthorHouse from liability to Author, will also apply to the Publicist, as to any claims by Author against the Publicist. The Publicist will be deemed to be a third party beneficiary of those provisions. In the event of any conflict between the terms of this Agreement and the Author Services Agreement Terms and Conditions, the Author Services Agreement Terms and Conditions will be controlling and take precedence.

## **V. Transmission by Author; Acceptance by AuthorHouse; Acknowledgement by Author**

Author will be bound by this Agreement upon sending an executed original of this Agreement to AuthorHouse at its address noted in the Author Services Agreement. Alternatively, facsimile or electronic transmission to AuthorHouse by Author of the executed version of this Agreement will have the same force and effect as the original and will constitute Author's agreement to be bound by this Agreement. As to AuthorHouse, this Agreement will be deemed accepted by, and binding upon, AuthorHouse at such time as AuthorHouse receives confirmation that full payment from Author for the Publicist Services has been received and irrevocably credited to AuthorHouse. Any change or modification to this Agreement must be in writing and signed by both Author and AuthorHouse.

By signing on the next page you acknowledge that you have read, understand and approve the terms of the foregoing Agreement and agree to be bound by its provisions. Please sign and return this Agreement via facsimile at 0800 1974150.



authorHOUSE

Book ID:

Author ID:


**Advanced Publicist Service Agreement Sign-off**

By signing on this page you acknowledge that you have read, understand and approve the terms of the foregoing Agreement and agree to be bound by its provisions.

Date: \_\_\_\_\_

Work's Title: \_\_\_\_\_

Signature of Author/Owner of Work: \_\_\_\_\_

Legal Name of Author: \_\_\_\_\_

**Payment**

\_\_\_ I have enclosed a check or money order for the total amount (payable to "AuthorHouse UK Ltd.").

\_\_\_ Charge my credit card for the total amount, using the information below.

Credit Card Information:     Visa             MasterCard

Name on Card \_\_\_\_\_ Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address (if different from address supplied above) \_\_\_\_\_

\_\_\_\_\_

**Copy and either mail or fax Page 3 of this document to:**  
**AuthorHouse UK Ltd**  
**500 Avebury Boulevard**  
**Milton Keynes, MK9 2BE**  
*For faster service, fax: 0800 1974151*