



authorHOUSE

## STANDARD PUBLICIST SERVICE AGREEMENT

THIS STANDARD PUBLICIST SERVICE AGREEMENT (“Agreement”) is made and entered into by and between the person identified below in the Standard 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. Standard 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 Author over a period of 30 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 as very much a collaborative process.

This strategy will take into consideration the Author’s goals, whether that is maximizing the number of sales or increasing their profile as an Author, for example. The Publicist will identify news angles in the work, or with the Author, that the Publicist thinks will be of interest to regional, national and specialist media i.e. press, radio and television. As well as exploring these unique angles, the Publicist will recommend who in particular the Author should contact in order to publicise their work, and which approaches will work best, in the Publicist’s opinion.

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 their book.

The Author can call the Publicist during the 30 day period to give an update on the implementation of the Author’s strategy and to ask the Publicist for any advice on any issues or possibilities that come up

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

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, Publicists contact details, ISBN, purchase price and hyperlinks to the client’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 is also able to offer an initial appraisal of business issues that might arise with respect to the Author’s book and the 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 provide 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:

**Standard 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*