



## Call for Entries: 12<sup>th</sup> Annual Independent Publisher Book Awards

*"Recognizing Excellence in Independent Publishing"*

Calling all independent authors and publishers! The 12th annual **Independent Publisher Book Awards**, conducted to honor the year's best independently published titles, will accept entries until April 1<sup>st</sup>, 2008 for books with **2007 copyrights** or that were **released in 2007**. The annual contest is presented by Jenkins Group and their book marketing webzine, *Independent Publisher Online*, headquartered in Traverse City, Michigan.

The Independent Publisher Book Awards were conceived as a **broad-based, unaffiliated awards program open to all members of the independent publishing industry**, and are open to authors and publishers worldwide who produce books written in English and intended for the North American market. We define "independent" as 1) independently owned and operated; 2) operated by a foundation or university; or 3) long-time independents that became incorporated but operate autonomously and publish fewer than 50 titles a year.

The awards are intended to bring increased recognition to the thousands of exemplary independent, university, and self-published titles published each year. Since the inaugural contest in 1996, over 2,500 books have received "IPPY" Awards, and all the recognition, credibility, and increased sales that a book award can bring.

**The IPPY Awards reward those who exhibit the courage, innovation, and creativity to bring about change in the world of publishing.** Independent spirit and expertise comes from publishers of all sizes and budgets, and books are judged with that in mind. National entries will be accepted in 65 categories this year, including the newly divided Popular Fiction and Literary Fiction categories. Last year Gift, Graphic Novel, and Best Book Marketing categories were added.

**The 3rd Annual Regional IPPY Awards:** Gold, silver and bronze medals will be awarded to the Best Fiction and Best Non-Fiction Books in eight U.S. and two Canadian regions. If your book is written or published with a regional focus, don't miss the opportunity to extend your exposure and increase your chances of winning a regional Independent Publisher Book Award.

**Ten Outstanding Books of the Year:** For 24 years our mission at *Independent Publisher Magazine* has been to recognize and encourage the work of publishers who exhibit the courage and creativity necessary to take chances, break new ground and bring about change, not only to the world of publishing, but to our society, our environment, and our collective spirit. One book in each of the following categories will receive a special award for Outstanding Book of the Year:

**Most Original Concept - Most Likely to Save the Planet – Freedom Fighter of the Year**  
**Most Outstanding Design - Peacemaker of the Year**  
**Story Teller of the Year - Best Book Arts Craftsmanship - Most Inspirational to Youth**  
**Most Life-Changing – Most Progressive Health Book**

These winning titles may or may not be finalists among the regular 65 national categories or regional competition. No extra effort is needed to enter; they will be chosen from the regular Award entries. Categories are subject to revision.

# INDEPENDENT PUBLISHER BOOK AWARDS 2008 NATIONAL AND REGIONAL GUIDELINES

## Who May Enter

Independent, university, small press, and self-publishers throughout North America and overseas publishers who publish books intended for the American market. Print-On-Demand and other independent authors are welcome to enter their books themselves.

## Eligibility

Books that are published with a 2007 copyright or that were released in 2007 are eligible. Publishers are to select the category and/or region (see category and region list) in which the book(s) should be judged. Regional entry may refer to the book's topic or the author's location. In other words, an author from Quebec writing about a murder in Maine can enter Canada – East as a regional author or the North-East U.S. region with a regional book. Make your decision on what makes the most sense from a book marketing standpoint.

Submission for more than one category is acceptable. **Submit one copy of the title per category and per region.** For example, when you enter two categories and one regional competition, please send three books. All books entered become the physical property of *Independent Publisher Online* and will eventually be donated to local libraries and charities.

**Entry Fees** (per title, per category – “Early-bird” entry deadlines are meant to encourage early entries)

<i>National Entry</i>	<i>Now until Nov. 15:</i>	<i>\$75</i>
	<i>Nov. 16 until Jan. 15:</i>	<i>\$80</i>
	<i>Jan. 16 until April 1:</i>	<i>\$85</i>
<i>Add Regional Entry (per title, per category):</i>		<i>\$45</i>
<i>Regional Entry Only</i>	-	<i>Same as National rates</i>

Please include completed entry form and check/credit card info, or online registration receipt in the same package as the books. When entering a title into more than one category, please send one copy of the book for each category entered.

## Judging Process

Judging will be based on content, originality, design, and production quality, with emphasis on innovation and social relevance. Our judging panel includes experts from the fields of editing, design, reviewing, bookselling and library. Five to ten semi-finalists per category will be named on about May 9th; final results to be announced May 30<sup>th</sup> during a gala awards ceremony at BookExpo America in Los Angeles.

## Deadline

All entries must be postmarked by April 1, 2008. We will confirm your entry via email.

## Awards and Recognition

National categories and Ten Outstanding Books of the Year: A gold medal will be awarded to the winner of each category; 1 or 2 runners-up in each national category will receive silver medals. Honorable mentions in each category will receive certificates and can order bronze medals. Regional categories: Best Regional Fiction and Best Regional Non-Fiction winners in each region will be awarded gold medals; runners-up will receive silver medals; honorable mentions in each regional category will receive certificates and can order bronze medals. Gold, silver and bronze seals will be available to all in their appropriate award levels. Custom engraved stands will be available to display medals.

**For more information contact:**  
**Jim Barnes, Awards Director**  
**1.800.706.4636x1011**  
[jimb@bookpublishing.com](mailto:jimb@bookpublishing.com)

**Convenient, secure, online registration available at <http://www.independentpublisher.com/ipaward.lasso>**

## 2007 NATIONAL CATEGORIES

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| <ol style="list-style-type: none"><li>1. Fine Art</li><li>2. Performing Arts<br/>(Music/Dance/Cinema/Theater)</li><li>3. Photography</li><li>4. Architecture</li><li>5. Popular Fiction</li><li>6. Literary Fiction</li><li>7. Short Story Fiction</li><li>8. Anthologies</li><li>9. Juvenile/Young Adult Fiction</li><li>10. Fantasy/Science Fiction</li><li>11. Historical Fiction</li><li>12. Horror</li><li>13. Multicultural Fiction</li><li>14. Multicultural Fiction – Juv-Y/A</li><li>15. Mystery/Suspense/Thriller</li><li>16. Religious Fiction</li><li>17. Romance</li><li>18. True Crime</li><li>19. Visionary Fiction</li><li>20. Children’s Picture Books (7 &amp; Under)</li><li>21. Children’s Picture Books (All ages)</li><li>22. Children’s Interactive<br/>(Activity, Audio, CDRom, etc.)</li><li>23. Juvenile-Young Adult Non-Fiction</li><li>24. Multicultural N-F Juv-Teen-YA</li><li>25. Multicultural Non-Fiction Adult</li><li>26. Essay/Creative Non-Fiction</li><li>27. Autobiography/Memoir</li><li>28. Biography</li><li>29. Aging/Death &amp; Dying</li><li>30. Animals/Pets</li><li>31. Business/Career/Sales</li><li>32. Coffee Table Books</li></ol> | <ol style="list-style-type: none"><li>33. Cookbooks</li><li>34. Current Events (Political/Social)</li><li>35. Education/Academic/Teaching</li><li>36. Environment/Ecology/Nature</li><li>37. Erotica</li><li>38. Finance/Investment/Economics</li><li>39. Gay/Lesbian</li><li>40. Gift/Holiday/Specialty</li><li>41. Health/Medicine/Nutrition</li><li>42. Graphic Novel/Drawn Book – Humor/Cartoon</li><li>43. Graphic Novel/Drawn Book – Drama/Documentary</li><li>44. History</li><li>45. Home &amp; Garden</li><li>46. How-To (Crafts/Hobby/Industrial Arts)</li><li>47. Humor</li><li>48. Inspirational/Spiritual</li><li>49. New Age/Mind-Body-Spirit</li><li>50. Parenting (Child Care/Family)</li><li>51. Poetry</li><li>52. Popular Culture</li><li>53. Psychology/Mental Health</li><li>54. Sports/Fitness/Recreation</li><li>55. Reference</li><li>56. Religion (Eastern/Western)</li><li>57. Science</li><li>58. Self Help</li><li>59. Sexuality/Relationships</li><li>60. Travel – Essay</li><li>61. Travel - Guidebook</li><li>62. Women’s Issues</li><li>63. Writing/Publishing</li><li>=====</li><li>64. Best Book Marketing – Print</li><li>65. Best Book Marketing - Online</li></ol> |
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## 2008 REGIONAL COMPETITION CATEGORIES and REGIONS

Gold, silver and bronze medals will be given for “Best Fiction” and “Best Non-Fiction” in each region.

R1 - Best Regional Fiction or R2 - Best Regional Non-Fiction

- NE. North-East – ME, VT, NH, MA, RI, CT, NY
- MA. Mid-Atlantic – PA, WV, VA, DE, MD, DC, NJ
- SE. South-East – KY, NC, SC, GA, FL, AL
- S. South – MS, LA, AR, TX, TN
- GL. Great Lakes – OH, MI, IN, IL, WI
- MW. Mid-West – MN, IO, MO, OK, KS, NE, SD, ND
- WM. West-Mountain – MT, WY ID, UT, CO, NM, AZ, NV
- WP. West-Pacific – CA, OR, WA, HI, AK
- CE. Canada–East – ON, QB, NF, NB, NS, PE, Nunavut
- CW. Canada-West – BC, AB, SK, MB, NW Territories, Yukon

(You may use these abbreviations on your entry form. For example, to enter your book of fiction in the Mid-Atlantic region, write, R1 – MA)

**ENTRY FORM** (secure online registration also available)

Please include this form with your entry, preferably folded and inserted inside the front cover

**TITLE INFO:**

\_\_\_\_\_

Title

\_\_\_\_\_

Author

\_\_\_\_\_

ISBN

\_\_\_\_\_

National Category(s) Entered (You may list multiple categories, but don't forget to send a book for each category entered)

\_\_\_\_\_

Regional Category (if entering Regional competition)

**PLEASE REMEMBER TO SUBMIT ONE COPY OF BOOK FOR EACH CATEGORY AND EACH REGION ENTERED!**

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*National Entries (Now until Nov. 15) @ \$75 = \_\_\_\_\_*

*(Nov. 16 until Jan. 15) @ \$80 = \_\_\_\_\_*

*(Jan. 16 until April 1) @ \$85 = \_\_\_\_\_*

*Add Regional Entry (per title, per category) @ \$45 = \_\_\_\_\_*

*Regional Entry Only – (Same as national rates) \_\_\_\_\_*

**(All Fees to be submitted in U.S. Funds) Total: \$ \_\_\_\_\_**

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Email Address

\_\_\_\_\_

Company/Publisher/POD Service

\_\_\_\_\_

Address

\_\_\_\_\_

City, State, Postal Code

\_\_\_\_\_

Telephone

\_\_\_\_\_

Fax

**Method of Payment:**

Check in U.S. funds payable to *Independent Publisher*

Credit Card – Visa / MasterCard / American Express

**How to Send**

Ship books with entry fee(s) and entry form(s) to:

**I. P. Book Awards 2008**

**Jenkins Group**

**1129 Woodmere Ave – Suite B**

**Traverse City, MI 49686**

\_\_\_\_\_

Credit Card Number

\_\_\_\_\_

Exp. Date

## FREQUENTLY ASKED QUESTIONS

### **Who Enters the IPPY Awards?**

All independent publishers are eligible, ranging from self-publishers to major university presses. Over 1,500 publishers participated in the 2007 Awards, from all 50 United States and eight Canadian provinces. In 2007 we saw continued emergence of quality independent publishing, with Awards going to winners and finalists from 48 U.S. states, six Canadian provinces, and five countries overseas.

### **What are the Regional Awards all about?**

We know that many books are written and published to appeal to a regional audience, and it isn't fair to judge them against books meant for national release. Regional books of fiction are typically set within the region, and deal with a local event, characters or topic; regional non-fiction entries are often guidebooks, picture books and informative books on regional history, geography, travel, etc.

### **Are Awards Programs Worth the Money and Effort?**

Entering your titles in awards programs does take time, money, and effort, but the possible pay-offs include financial reward, personal satisfaction, and prestige. Awards are a great morale boost for all those involved, and they influence reviewers and buyers. For example, one of the winners in our inaugural contest reordered 6000 IPPY stickers for their latest print run. The book (orig. published in 1996) keeps on selling, thanks in part to that gold seal on the cover.

### **What sets the IPPY Awards Apart?**

Winner, Finalists, and Honorable Mentions appear for an entire year at [www.IndependentPublisher.com](http://www.IndependentPublisher.com), and are featured prominently in our monthly newsletter, which goes out monthly to over 20,000 subscribers worldwide, many of whom are agents, buyers, and librarians. A 1999 Cookbook finalist was discovered this way, and 187,000 copies were sold to a pharmaceutical company.

## LESS FREQUENTLY ASKED QUESTIONS

### **If I enter the Awards online, how do you judge my books?**

We designed the online entry system to make entering the IPPY Awards more convenient, but you still have to ship the books to us. We suggest (but don't require) that you send a trackable package, or include a self-addressed post card to help us confirm receipt of your entry. Please include the online entry receipt with the book, or a note listing contact and category information.

### **Do the judges read every book from cover to cover?**

Awards judges are very good at assessing a book's quality, much as a buyer at a bookstore or library determines whether or not to purchase. The further a book makes it into the judging process, especially in fiction categories, the more likely it will be read completely.

### **Any other questions?**

Send an email to Jim Barnes, Awards Director and Independent Publisher Online Editor at [jimb@bookpublishing.com](mailto:jimb@bookpublishing.com)

**Good luck!**

"The fact is, award stickers help to convince buyers to purchase. I've seen this happen with librarians -- when faced with two competing titles and a limited acquisition budget, the librarians will take the one that won an award, over the title that doesn't have an award to its credit. I'm confident that this same phenomena works for bookstore patrons browsing the shelves as well." - Jim Cox, Midwest Book Review