



INDEPENDENT PUBLISHER

BOOK AWARDS - 25th ANNIVERSARY

Calling all independent authors and publishers! We are proud to announce the 25th annual Independent Publisher Book Awards, conducted to honor the year's best independently published titles. We are now accepting entries for books with **2019-2021 copyrights** or released between **January 1, 2019 and March 1, 2021**. The contest is presented by Jenkins Group and our book marketing website, IndependentPublisher.com, headquartered in Traverse City, Michigan. We are proud to have hosted the “IPPYS” & supported the independent publishing movement for 25 years!

The Independent Publisher Book Awards were conceived in 1996 as a **broad-based, unaffiliated awards program open to all members of the independent publishing industry**, and are open to independent authors and publishers worldwide who produce books intended for an English speaking audience. We define “independent” as 1) independently owned and operated; 2) operated by a foundation or university; or 3) long-time independents that became conglomerated but operate autonomously and publish fewer than 100 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 5,500 books have received “IPPY” Awards, and all the recognition, credibility, and increased sales that a book award can bring. Entry fees range from the early-bird fee of \$75 to \$95 when you enter closer to our **final deadline of February 20, 2021**. Regional and E-Book category entries are just \$55 when added to a general category entry.

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. Gold, silver and bronze medals will be awarded to winners in 88 fiction and non-fiction general subject categories, 24 regional categories, and eleven E-Book categories.

Thanks for your participation, and best of luck!

Jim Barnes, Awards Director

GENERAL/REGIONAL CATEGORIES

General categories (1-88) are open to all entrants, inside and outside the United States. Regional IPPYs will be awarded to the Best Fiction and Best Non-Fiction books in eight U.S. regions, two Canadian regions, Aus-NZ/Pacific Rim, and Europe. If your book is written with a regional focus, don't miss this opportunity to extend your exposure and increase your chances of winning an IPPY. Entry fee is just \$55 when adding a regional entry to your general category entry. Note: children's picture books generally don't fare well in regional categories.

EBOOK and AUDIOBOOK CATEGORIES

While we do accept e-books in all general and regional categories, we also present gold, silver and bronze medals in eleven e-book categories to acknowledge the importance of e-books and their distinct format. Entry fee is just \$55 when adding an e-book entry to a regular print book entry; fees are the same as general category fees when entering an e-book category only. See the list of e-book categories on page 4.

Note: When you enter an e-book category you will have the option to upload your e-book after you register and pay online. If the upload fails, or if you are submitting a digital version to a non-book category, your e-book must be sent electronically, either as a “gift” from your online retailer or as a PDF attachment. Please email it to us at digital@jenkinsgroupinc.com with “IPPY Ebook” in the subject line.

To submit an audiobook, please send us a gift code from your supplier to us at digital@jenkinsgroupinc.com with “IPPY Audiobook” in the subject line.

OUTSTANDING BOOKS OF THE YEAR

All IPPY entry entrants are automatically considered: For over 36 years our mission at *IndependentPublisher.com* 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:

- INDEPENDENT SPIRIT
- MOST ORIGINAL CONCEPT
- MOST OUTSTANDING DESIGN
- BOOK ARTS CRAFTSMANSHIP
- INDEPENDENT VOICE
- MOST LIKELY TO SAVE THE PLANET
- PEACEMAKER OF THE YEAR
- FREEDOM FIGHTER

These winning titles may or may not be medalists among the regular categories. No extra effort is needed to enter; they will be chosen from the regular Award entries, nominated by judges during the judging process. Categories are subject to revision.

2021 INDEPENDENT PUBLISHER BOOK AWARDS GUIDELINES

WHO MAY ENTER

Independent publishers, university presses, self-publishers and independent authors throughout North America, as well as overseas publishers and authors who publish books intended for an English speaking audience are eligible. Authors are welcome to enter their books themselves.

ELIGIBILITY

Books released between Jan. 1, 2019 and March 1, 2021, or with 2019-2021 copyrights, are eligible. Entrants are to select the category and/or region (see category list) in which the book(s) should be judged. Regional entries do best when their subject matter reflects the region in which they're entered. In other words, a book by an author from Quebec writing about a murder in Maine will do best in the North-East U.S. regional category. Make your decision on whether a book will sell best at a regional level, and which region it will sell in.

ENTRY FEES

Submission for more than one category is acceptable, but each requires a fee. Entry fees are per title, per category – see “Early-bird” entry fee schedule on order form. When entering a title into more than one category, please pay a fee and send a copy of the book for each category entered. Multiple entries can be sent in one package, and entry fees paid by check or money order can be combined into one check amount. Please include completed entry form or online registration receipt in the same package as the books.

Note: Due to new banking policies, we only accept personal checks from outside the United States that are drawn from a U.S. currency account and have U.S. DOLLARS permanently printed on the check or money order.

WHAT TO SEND

The final step of the online entry process is to print out your entry info receipt and mailing instructions. Send one copy of the book for each general and/or regional category entered, with the entry form or online receipt tucked inside the front cover. For example, when you enter two general categories and one regional category, please send three books. You will have the option to upload electronic submissions after you enter an ebook category and pay online. All books entered become the physical property of Jenkins Group and will eventually be donated to libraries and charities. E-book and audio files are deleted after the results announcements are made. Judges only get to see the book itself, so please don't send press kits, reviews, bookmarks, etc. as they will be discarded.

DEADLINES

Early-bird deadlines in August and November are designed to encourage early entries (see schedule on order form). All entries must be posted online or postmarked by the final deadline of February 20, 2021. We will confirm your entry via email and send periodic updates about judging and results announcement. **Please “white list”** notifier@jenkinsgroupinc.com and ippy@jgibookawards.com so we can stay in touch throughout the awards process.

JUDGING PROCESS

Judging will be based on quality of content, design, and production with an emphasis on originality, innovation and social relevance. Our judging panel includes experts from the fields of editing, design, reviewing, bookselling and library.

RESULTS ANNOUNCEMENT

Three to six medalists per category will be named on about April 10th. All winners will receive medalist packets by mail.

AWARDS AND RECOGNITION

Each medal-winning book will receive a gold, silver or bronze medal, a personalized certificate, and 20 foil seals. Related publicity includes the awards event, online and social media advertising, and year-long exposure at IndependentPublisher.com.

2021 IPPY AWARDS NATIONAL CATEGORIES

1. Fine Art
2. Performing Arts (Music/Dance/Cinema/Theater)
3. Photography
4. Architecture
5. Coffee Table Books
6. Popular Fiction
7. Literary Fiction
8. Short Story Fiction
9. Poetry – Standard
10. Poetry - Specialty
11. Anthologies
12. Juvenile Fiction
13. Young Adult Fiction
14. Fantasy
15. Science Fiction
16. LGBT+ Fiction
17. Erotica
18. Historical Fiction
19. Military/Wartime Fiction
20. Horror
21. Multicultural Fiction
22. Multicultural Fiction – Juv-Young Adult
23. Mystery/Cozy/Noir
24. Suspense/Thriller
25. Religious Fiction
26. Romance
27. Urban Fiction
28. Visionary/New Age Fiction
29. True Crime
30. Graphic Novel/Drawn Book
31. Humor
32. Children's Picture Books (7 & Under)
33. Children's Picture Books (All ages)
34. Children's Interactive
35. Juvenile-Young Adult Non-Fiction
36. Multicultural N-F Juv-Young Adult
37. Multicultural Non-Fiction Adult
38. Essay
39. Creative Non-Fiction
40. Autobiography/Memoir I (Celebrity/Political/Romance)
41. Autobiography/Memoir II (Coming of Age/Family Legacy/Travel)
42. Autobiography/Memoir III (Personal Struggle/Health Issues)
43. Biography
44. Aging/Death & Dying
45. Animals/Pets
46. Business/Career/Sales
47. Cookbooks – General
48. Cookbooks – Specialty
49. Current Events I (Political/Econ/Foreign Affairs)
50. Current Events II (Social Issues/Humanitarian)
51. Education I (Workbook/Resource)
52. Education II (Commentary/Theory)
53. Nature
54. Environment/Ecology
55. Finance/Investment/Economics
56. LGBT+ Non-Fiction
57. Gift/Specialty/Journal
58. Holiday
59. Health/Medicine/Nutrition
60. History (U.S.)
61. History (World)
62. Home/Garden/Crafts
63. Inspirational/Spiritual
64. New Age/Mind-Body-Spirit
65. Parenting
66. Popular Culture
67. Psychology/Mental Health
68. Sports/Fitness/Recreation
69. Reference
70. Religion (Eastern/Western)
71. Science
72. Self Help
73. Sexuality/Relationships
74. Transportation (Auto/Aviation/Railroad, etc.)
75. Travel – Essay
76. Travel – Guidebook
77. Women's Issues
78. Writing/Publishing
79. Book/Author/Publisher Website
80. Cover Design – Fiction
81. Cover Design – Non-Fiction
82. Cover Design – Non-Fiction Oversize
83. Best First Book – Fiction
84. Best First Book – Non-Fiction
85. Best Series – Fiction
86. Best Series – Non-Fiction
87. Audiobook – Fiction
88. Audiobook – Non-Fiction

2021 IPPY AWARDS EBOOK CATEGORIES

- E1. Best Adult Fiction E-Book
- E2. Best Romance/Erotica E-Book
- E3. Best Mystery/Thriller E-Book
- E4. Best Sci-Fi/Fantasy/Horror E-Book
- E5. Best Adult Non-Fiction Personal E-Book

- E6. Best Adult Non-Fiction Informational E-Book
- E7. Best Juvenile/Young Adult Fiction E-Book
- E8. Best Children's Illustrated E-Book
- E9. Best Regional E-Book – Fiction
- E10. Best Regional E-Book – Non-Fiction
- E11. Best E-Book Design

2021 IPPY AWARDS REGIONAL CATEGORIES

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 (plus territories of PR and USVI)
S (South) MS, LA, AR, TX, TN
GL (Great Lakes) OH, MI, IN, IL, WI
MW (Mid-West) MN, IA, 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 Territory, Yukon
ANZ (Australia, New Zealand, Pacific Rim)
EURO (All of Europe including UK, Scandinavia and all other islands)

Regional entries on the entry form:

Please use the initials of your region, plus the number 1 for fiction and 2 for non-fiction on the entry form below. Example: a fiction book from Florida is SE1; a non-fiction book from Quebec is CE2.

FREQUENTLY ASKED QUESTIONS

WHO ENTERS THE IPPY AWARDS?

All independent publishers are eligible, ranging from self-published authors to major university presses. About 2,000 publishers participate in the Awards each year, from every U.S. state, Canada, and English-speaking countries overseas. The 2020 IPPY Awards attracted 4,800 total entries; winners came from 44 U.S. states plus the District of Columbia and Guam, seven Canadian provinces, and 15 countries overseas.

ARE AWARDS PROGRAMS WORTH THE MONEY AND EFFORT?

Entering your titles in awards programs does take time, money, and effort, but the pay-offs include increased visibility, credibility, P.R. value, personal satisfaction, and prestige. Awards are a great morale boost for all those involved, and they influence reviewers and buyers. An award seals on a book's cover increases retail sales.

WHAT SETS THE IPPY AWARDS APART?

IPPY Award entrants have four ways to win: the General, Regional, E-book and Outstanding Books of the Year (which all entrants are considered for with no extra fee). Award winners appear for an entire year on our website, www.IndependentPublisher.com, and are featured prominently in feature stories in our monthly newsletter, which goes out to over 15,000 subscribers worldwide, many of whom are agents, buyers, and librarians.

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 traceable package so you can confirm delivery of your entry. Please include the online entry receipt or completed entry form with the book, or a note listing contact and category information. We do send confirmation by email when your entry is received and processed.

DO THE JUDGES READ EVERY BOOK FROM COVER TO COVER?

Book 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.

CONTACT INFORMATION

Jim Barnes, Awards Director - jimb@bookpublishing.com

Other questions? Send an email to:

Amy Shamroe, Awards Coordinator - ashamroe@bookpublishing.com

2021 INDEPENDENT PUBLISHER BOOK AWARDS ENTRY FORM

Book Title – or web address if entering the Book/Author/Publisher Website category

Author

Publisher Name or Publishing Service Provider (eg. iUniverse, KDP, Outskirts Press, etc.)

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

Regional Category (1 = Fiction 2 = Non-Fiction - Examples: NE 1; ANZ 2) and/or E-book Category (E-1 through E-11)

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

General Entries

Now through Feb. 20, 2021

_____ @ \$95 = _____

Add Regional Entry (per title, per category)

_____ @ \$55 = _____

Add E-book Entry (per title, per category)

_____ @ \$55 = _____

Regional or E-book Entry Only (same as national rates, \$75-\$95)

_____ @ _____ = _____

ALL CHECKS
AND MONEY
ORDERS
MUST BE IN
U.S. FUNDS

NOTE: for the \$55 “add-on” fee to apply, you must have also entered the title in a full-priced category. **TOTAL:** \$ _____

Contact Person

Email Address (required to receive entrant and results updates)

Company (for mailing address purposes)

Address

Address

City, State, Postal Code

Telephone _____

METHOD OF PAYMENT

Check/Money order in U.S. Currency payable to:
Jenkins Group

To enter with credit card, visit our online entry page:

WWW.IPPYAWARDS.COM

HOW TO SEND

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

IPPY AWARDS 2021

Jenkins Group

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