



Call for Entries: 15th Annual Independent Publisher Book Awards

“Recognizing Excellence in Independent Publishing”

Calling all independent authors and publishers! We’re proud to announce the 15th annual **Independent Publisher Book Awards**, conducted to honor the year's best independently published titles. Celebrating our 15th anniversary this year, we are now accepting entries for books with **2010 or 2011 copyrights or released in 2010 and early 2011**. The contest is presented by Jenkins Group and our book marketing website, *IndependentPublisher.com*, headquartered in Traverse City, Michigan.

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 written in English and that are 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 4,000 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 69 categories, with fees ranging from the early-bird fee of \$75 to \$95 when you enter closer to our final deadline of March 19th, 2011.

The 6th 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. regions, two Canadian regions, and new this year, the Australia/New Zealand region. 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 an Independent Publisher Book Award. Entry fee is just \$45 when adding a regional entry to your national category entry.

Outstanding Books of the Year – all IPPY entry entrants are automatically considered: For 28 years our mission at *Independent Publisher* 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 Award – Independent Voice Award – 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 Progressive Health Book**

These winning titles may or may not be medalists among the regular 69 national categories or regional competition. 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.

INDEPENDENT PUBLISHER BOOK AWARDS 2011 NATIONAL AND REGIONAL GUIDELINES

Who May Enter

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

Eligibility

Books that are published with a 2010 or 2011 copyright or that were released between January 1, 2010 and March 15, 2011 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 fee deadlines are meant to encourage early entries)

<i>National Entry</i>	<i>July 15 through October 30, 2010:</i>	<i>\$75</i>
	<i>October 31, 2010 through Jan. 8, 2011:</i>	<i>\$85</i>
	<i>January 9 through March 19, 2011:</i>	<i>\$95</i>
<i>Add Regional Entry</i>	<i>(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. **The Best Book Marketing category is the only one requiring support material.** Three to seven finalists per category will be named on about May 5th; final results to be announced May 23rd during a gala awards ceremony during the BookExpo America convention in New York.

Deadline

All entries must be postmarked by March 19, 2011. We will confirm your entry via email.

Awards and Recognition

All announced medalists in the National and Regional categories will receive gold, silver or bronze medals and personalized certificates; Outstanding Books of the year will receive gold medals and certificates. Metallic foil seals will be available to all medalists in their appropriate award levels. Awards packets are presented at the BookExpo America ceremony or mailed to those unable to attend. Publicity includes the awards event, a media blitz, and year-long exposure at IndependentPublisher.com and various publishing and bookselling websites.

For more information contact:
Jim Barnes, Awards Director
1.800.706.4636x1011
jimb@bookpublishing.com

Convenient, secure, online registration available at
https://secure.independentpublisher.com/trans_entry.php?srcg=ipgg11

2011 NATIONAL CATEGORIES

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| <ol style="list-style-type: none">1. Fine Art2. Performing Arts
(Music/Dance/Cinema/Theater)3. Photography4. Architecture5. Popular Fiction6. Literary Fiction7. Short Story Fiction8. Anthologies9. Juvenile/Young Adult Fiction10. Fantasy/Science Fiction11. Gay/Lesbian/Bi/Trans Fiction12. Historical Fiction13. Horror14. Multicultural Fiction15. Multicultural Fiction – Juv-Y/A16. Mystery/Suspense/Thriller17. Religious Fiction18. Romance19. True Crime20. Visionary Fiction21. Children’s Picture Books (7 & Under)22. Children’s Picture Books (All ages)23. Children’s Interactive
(Activity, Audio, CDRom, etc.)24. Juvenile-Young Adult Non-Fiction25. Multicultural N-F Juv-Teen-YA26. Multicultural Non-Fiction Adult27. Essay/Creative Non-Fiction28. Autobiography/Memoir29. Biography30. Aging/Death & Dying31. Animals/Pets32. Business/Career/Sales33. Classical Studies/Philosophy34. Coffee Table Books35. Cookbooks | <ol style="list-style-type: none">36. Current Events I (Political/Economic/Legal/Media)37. Current Events II
(Social Issues/Public Affairs/Ecological/Humanitarian)38. Current Events III (Foreign Affairs/Military)39. Education/Academic/Teaching40. Environment/Ecology/Nature41. Erotica42. Finance/Investment/Economics43. Gay/Lesbian/Bi/Trans Non-Fiction44. Gift/Holiday/Specialty45. Health/Medicine/Nutrition46. Graphic Novel/Drawn Book – Humor/Cartoon47. Graphic Novel/Drawn Book – Drama/Documentary48. History49. Home & Garden50. How-To (Crafts/Hobby/Industrial Arts)51. Humor52. Inspirational/Spiritual53. New Age/Mind-Body-Spirit54. Parenting (Child Care/Family)55. Poetry56. Popular Culture57. Psychology/Mental Health58. Sports/Fitness/Recreation59. Reference60. Religion (Eastern/Western)61. Science62. Self Help63. Sexuality/Relationships64. Transportation
(Automotive/Aviation/Railroad, etc.)65. Travel – Essay66. Travel - Guidebook67. Women’s Issues68. Writing/Publishing69. Best Book Marketing (requires support material) |
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2011 REGIONAL COMPETITION CATEGORIES and REGIONS

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

(You may use abbreviations on your entry form. For example, a book of fiction in the Mid-Atlantic region is MA-1.)

Reg 1 - Best Regional Fiction or Reg 2 - 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, 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 Territories, Yukon
- AUS. Australia, New Zealand

2011 IPPY AWARDS ENTRY FORM (secure online registration also available)

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

TITLE INFO:

Title

Author

Publisher Name (as you'd like it to appear in publicity)

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!

National Entries (July 15 through October 30, 2010) _____ @ \$75 = _____

(October 31, 2010 through Jan. 8, 2011) _____ @ \$85 = _____

(January 9 through March 19, 2011) _____ @ \$95 = _____

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

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 2011
Jenkins Group
1129 Woodmere Ave – Suite B
Traverse City, MI 49686

Credit Card Number

Exp. Date

Name of Cardholder as it appears on card

FREQUENTLY ASKED QUESTIONS

Who Enters the IPPY Awards?

All independent publishers are eligible, ranging from self-publishers 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. 2010 IPPY Award winners came from 42 U.S. states plus the District of Columbia, seven Canadian provinces, and six 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 sometimes it isn't really 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. See quotes below.

What sets the IPPY Awards Apart?

IPPY Award entrants have three ways to win: the National, Regional 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 monthly to over 8,000 subscribers worldwide, many of whom are agents, buyers, and librarians. A 1999 Cookbook finalist was discovered this way, and 187,000 copies were later sold to an international pharmaceutical company.

Are E-books and Audiobooks Eligible?

We do accept both e-books and audiobooks, but into the regular subject categories. Our preferred format for submission of e-books is burned onto a CD and sent in a folder with cover artwork and printed first chapter or sample.

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. 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.

Any other questions?

Send an email to Jim Barnes, Awards Director and Independent Publisher Online Editor at jimb@bookpublishing.com

Good luck!

"Our winning of a gold medal in the 2008 competition has greatly helped book sales. We sold nearly 2500 copies of *Wild Alberta at the Crossroads* last year and had to order a reprint of 1500. When we show retailers the gold medal they are always impressed and invariably order some books." - Robin White, NatureWatch Partners

"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, any 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