



**PPC QUARTERLY AWARDS ENTRY FORM**

**PUBLICIST DETAILS**

|  |  |
| --- | --- |
| NAME |  |
| JOB TITLE |  |
| PUBLISHER |  |
| CONTACT INFO | LANDLINE:EMAIL:  |
| DATE |  |

**CATEGORY** (Please mark in **bold**. Campaigns can only be submitted for one category with the exception of those also entered for Newcomer.)

|  |
| --- |
| HARDBACK NON-FICTION |
| HARDBACK FICTION  |
| CELEBRITY – 1st Edition, Fiction or Non-Fiction |
| DEBUT – Fiction, Non-Fiction or Poetry |
| LIFESTYLE/GIFT/HUMOUR – 1st Edition |
| PAPERBACK ORIGINAL – Fiction or Non-Fiction |
| ACADEMIC – 1st edition by a specialist, academic or education publisher |
| COOKERY |
| CHILDREN’S – under 12’s |
| YA – 12 and over |
| GENERIC |
| SPORT |
| NEWCOMER – 2 years or less publicity experience |

**BOOK INFORMATION**

|  |  |
| --- | --- |
| TITLE |  |
| AUTHOR |  |
| PUBLICATION DATE |  |
| SALES FIGURES(Will remain confidential) | 1ST PRINT RUN |  |
| SUBSEQUENT RUNS |  |
| ALL TIME |  |
| Nielsen Bookscan Sales (lifetime sales for this edition) |  |

**CAMPAIGN DETAILS**

|  |  |
| --- | --- |
| AIM (300 words max.) |  |
| PR BUDGET |  |
| SERIAL(**Bold** Y/N as appropriate) | YES | NO |
| IF YES, TO WHOM:SOLD BY WHOM: |
| IMPACT (200 words max.): |
| MARKETING | BUDGET: |
| TOP LINE DETAIL (300 words max.): |

**AUTHOR BACKGROUND**

|  |  |  |
| --- | --- | --- |
| AVAILABLE FOR PR?(Mark in **bold**) | YES | NO |
| FIRST BOOK? | YES | NO |
| IF NO, TOP LINE DETAIL  |  |

**MEDIA COVERAGE** (Please attach hard copies of all press material and coverage where possible and include the date each piece ran – this can help the judges understand the impact of coverage on the campaign on the whole.)

**PRINT**

|  |  |
| --- | --- |
| NATIONAL | INTERVIEWS: |
| FEATURES: |
| REVIEWS: |
| WRITTEN PIECES: |
| OTHER (Diaries, columns etc): |
| REGIONAL |  |
| TRADE |  |

**BROADCAST**

|  |  |
| --- | --- |
| TV |  |
| RADIO |  |
| REGIONAL |  |

**ONLINE**

|  |  |
| --- | --- |
| SITES |  |
| PODCASTS |  |
| SOCIAL |  |

**IRISH COVERAGE**

|  |  |  |
| --- | --- | --- |
| WAS THERE ANY?(Mark in **bold**) | YES | NO |
| IF YES, WERE YOU RESPONSIBLE FOR IT? | YES | NOWHO WAS? |
| IN BOTH CASES, PLEASE LIST COVERAGE | PRINT: |
| BROADCAST: |
| ONLINE: |

**AUTHOR TOUR**

|  |  |
| --- | --- |
| FESTIVALS |  |
| BOOKSHOP/LIBRARY EVENTS |  |
| SIGNINGS |  |
| OTHER |  |

**CAMPAIGN STATEMENT** (Limit to 1000 words)

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**ENTRY INFORMATION**

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| **The deadline for the first quarterly is Friday 6th April 2018.**Please send completed forms with all media coverage to:Becky Short, Transworld, 61-63 Uxbridge Road London, Ealing London W5 5SA. For any queries please contact Becky: bshort@penguinrandomhouse.co.uk GOOD LUCK! |

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| **IMPORTANT INFORMATION – PEASE NOTE*** **Please read the Awards submission Dos and Don’ts. They are on the PPC website, under the Awards tab.**
* Entries must be typed – no handwritten submissions will be accepted.
* Entries must be submitted by a PPC member.
* Each quarterly winner will automatically be shortlisted in the same category for the Annual Awards.
* All campaigns – apart from the quarterly winners – need to be resubmitted for the Annual Awards. They will not automatically go through if you have entered a quarterly and not won.
* The campaigns by the winners of the PPC Annual Awards will then be sent to the Bookseller who will make their own shortlist for the British Book Awards’ Publicity Campaign of the Year. They will then select a winner from that shortlist.
* This form could be read by journalists, please do not include anything you do not want disclosed to a third party.
* Please keep a copy on file as it will not be possible to return any submissions and we will need additional copies if you are shortlisted for the Annual Awards.
* **Campaigns can only be submitted for one category with the exception of those entered for Newcomer**.
* WHEN SUBMITTING A CAMPAIGN PLEASE MAKE SURE THAT ALL CONTRIBUTORS ARE MEMBERS BEFOREHAND. CONTRIBUTORS THAT ARE NOT PPC MEMBERS WILL NOT BE ELIGIBLE TO SUBMIT.
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