

ELEGY – Publicity Outline

Review copies:

We will be sending out about 125 galleys to booksellers, freelancers, newspapers, magazines, and radio stations 3-4 months before pub date. A month before pub date we'll be sending out 100-150 finished copies to a similar group of people. This list will include publications that are not particularly pub-date sensitive, such as literary journals and personal contacts. We'll be sending ELEGY to all of the major media outlets such as the *New York Times*, *LA Times*, etc.

Are there any other bookstores, specific reviewers, local newspapers, or specialty magazines you would like me to send a copy to? If so, please let me know by **May 31st**.

Advertising:

I will be considering all major literary journals for this title including, *Poetry*, *Rain Taxi*, *American Poetry Review*, and *Writers Chronicle*. We won't be able to advertise in all of them, but are there any that particularly stand out as important to you, or are there other specific publications you'd like me to consider?

Readings:

What are your thoughts on readings? We would really like to have you to the Twin Cities for an event, possibly with Matthea Harvey. If you'd like me to arrange something in New York, I'd like to do so within the next couple of weeks.

Are there any readings that have already been arranged for the fall?

If you have ANY other reading requests, email them to me at least FOUR months BEFORE THE DATE you want to read at the requested venue.

Remember that it is very difficult for us to offer support for readings if there is not a following for your work, or an established audience of friends and family.

I am happy to help arrange events at colleges and universities **if you provide me with names and email addresses** of professors that might be interested in bringing you to their classes. We have the highest success rate for placements at colleges and universities when you, the author, contact your professional colleagues yourself.

Mailing Lists:

Do you have a list of people that you'd like us to send an announcement to? If so, please put together the list on labels and mail them to me by **September 15th, 2007** or email me an

excel spread sheet with the columns divided into first/last name, address 1, address 2, city, state, zip. I'm happy to help out with this.

Because we use offprints of the covers, we will need an estimate of the total number of people that you'd like us to send postcard to by **June 29th, 2007**.

I hope this gives you an accurate idea about what we'll be doing for the book. Please feel free to be in touch with me with questions and additional thoughts you may have!

Mary

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