



Advertise in the Spring 2010 Edition of *Romance Sells*

It is easy to advertise your upcoming release to booksellers and librarians.

Just go to www.corncreative.com and register online.

Registration Deadline: Monday, January 18

Release Date: Friday, March 5

INSTRUCTIONS/GUIDELINES

Design:

Romance Sells is a 5.5" x 8.5" booklet printed with a full-color cover. The inside pages are printed using black ink. Each issue includes articles focused specifically on the needs of booksellers and librarians and ranges in topics—from hosting book signings to ways of getting your library's or bookstore's share of the billion dollar romance-fiction industry. While the first few pages offer a letter from the RWA President and other articles, the vast majority of the booklet are the ads. Broken down by subgenre, each ad has its own page, highlighting the book cover, sales information, and a book synopsis. Advertising in *Romance Sells* is open to all RWA members.

Distribution:

Romance Sells is sent to 6,500 booksellers and librarians across the country. Each advertiser receives one copy of the publication.

Cost:

The cost of one full page ad is \$200.

Discount:

There is a 10% discount for those who place two or more titles in one issue.

Payment:

You may pay through Pay Pal on the www.corncreative.com Web site or by check. Make checks payable to Corn Creative and mail your payment to 32222 Archer Park, Spring, TX 77385. If you choose to make your payment through PayPal, there is a \$10.00 convenience charge for each ad.

Submitting Materials:

Go to www.corncreative.com and click on the *Romance Sells* link. This will allow you to fill out the registration form online and, if you choose, to pay through PayPal. Please e-mail artwork directly to marti@corncreative.com. If you have Microsoft Word, also e-mail your copy to marti@corncreative.com. Artwork should be provided as a 300 dpi jpeg, tif or pdf (no smaller than two inches wide). E-mail file to marti@corncreative.com. If you do not have an electronic file of your cover art, you may mail your cover flat to Corn Creative, 32222 Archer Park, Spring, TX 77385. *We reserve the right to refuse advertising if we feel the materials are inappropriate.*

INSTRUCTIONS/GUIDELINES CONTINUED

Historical Releases

They are the notorious revolutionaries of New Orleans, bound by a brotherhood of loyalty, skill and courage—infirmaries by day, dangerous at night, loyal only to each other and the women they love.

At last making life-and-death decisions between hyacinths, *maître* of *Arms* Nicholas Pasquet proposes marriage to a beautiful and desperate stranger, a woman who offers comfort to his insubordinate young charge and calmly tells him the boy needs a mother. It is a challenge he can't refuse.

'Nir can Juliette Armand. Though pledged to the church since infancy, she's been summoned to save her family in the only way possible... by marriage. Once she is wed, she will claim an ancestral marriage chest—and protect its secret contents from the dubious intent of her twin sister, who wants the treasure all to herself.

Juliette never dreamed such a practical arrangement would explode with bodily desire when a rogue's kiss awakens the sensual woman within. But someone is determined to stop the wedding, willing to go to desperate lengths to claim the chest, plunging Juliette into a fight to claim a legacy and a love worth any price.

"Blade's untamed return in this historical romance proves to be well worth the wait."
—*A Romantic Review*

"Blade evokes the great of New Orleans in perfection. This dark knowledge is perfect for a story as light, sensual and exciting as Blade."
—*Romantic Times BOOKtalk on Dawn Encounters*



Rogue's Salute
by Jennifer Blake

Publisher: Mira Books
ISBN: 0-7783-2405-2
Price of Book: \$6.99
Due in Stores: Available Now

Also Written by Author: *Dawn Encounters*

Hometown: Chalmette, Louisiana
www.jenniferblake.com
Rita® Award Winner

Romance Sales: 83

Design Option 1

Contemporary Series Releases

Blackmailed Into Bed
by Heidi Betts

Publisher: Silhouette Desire #1779
ISBN: 978-0-373-76779-3
Price of Book: \$4.50
Due in Stores: February 2007

Also Written by Author: *Becked Then Wied*

Hometown: Central Pennsylvania



"I'll expect you to sleep with me."

Businessman Chase Ramsey's seduction terms should have offended her, but Elma Sanchez had no choice. To save her family's business, she'd have to become Chase's mistress.

Chase had waited years to average what Elma had done to him. Now she'd have to play by his rules. But the ebony-haired beauty soon had him craving her like a starving man. Had his indecent proposal backfired?

"Heidi Betts once again proves that she is an author to watch and definitely one whose books are a non-beatified read!"
—*Angely Reviews!*

"...a fascinating storyteller. Heidi does it quickly becoming a fan favorite for Silhouette Desire."
—*Romance Reviewer Policy*

"...continually starting."
—*Romantic Times*

Other Silhouette Desires by Heidi Betts:
Becked Then Wied, SD #1761
Me and Myself, SD #1723
Seven-Year Seduction, SD #1709
When the Lights Go Down, SD #1686
Blame it on the Blue Hour, SD #1662
Bludge by a Millionaire, SD #1638

And coming soon:
June 2007 - *Arson's Forbidden Woman*, Silhouette Desire #1801
July 2007 - *Heat Wave* sizzling summer anthology (with Stephanie Bond & Leslie Kelly), Harlequin Books

Booksellers and Librarians: If you'd like to receive promotional materials and materials, contact Heidi at heidi@heidibetts.com or 763-386-98, Kylesburg, PA 16847. Please include your name, the store/library's address and phone number, and the desired quantity of bookshelves or other promo items.

And remember to visit:
www.HeidiBetts.com for Heidi's blog, mailing list, giveaways, and information on current and upcoming releases!

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Design Option 2

Paranormal Releases

Enticed by Kathleen Dante



Black cop agent Dillon Cassin is taking a break from his demanding schedule when his life takes an unexpected—and complicated—turn. Her name is Jordan Kane, a beautiful artist. Legally blind, she paints with her inner eye—which induces her with an uncanny, and sometimes breathtaking, clairvoyance.

What she sees in Dillon is a man comfortable in an unpredictable world of intrigue and basic violence—the kind of man that an artistic soul like Jordan never experienced before. Her sixth sense tells her that he wants her. Her common sense says stay away. But from his first touch to the dark enemy a sensual siege that draws to take Jordan where she's never been before...some place intensely satisfying, and dangerously irresistible.

"Ms. Dante has done it again! With her expert crafting of setting and mood, the reader is drawn into a world of magic, danger and sensual heat that will leave you breathless. *Enticed* is a feast for the senses."
—*Paranormal Romance Reviews*

"A fabulous follow-up to...*Entangled*! *Enticed* has everything that I want in a story: both characterization, enough heat to scorch my eyeballs and a mystery strong enough to keep me turning the pages to find out what happens next."
—*Angely Reviewed*

"Step-by-step! Ms. Dante has penned an absolutely wonderful paranormal romance with a refreshing new flare. Exceptionally written with interesting characters and clever dialogue, this tale has an amazing storyline that will keep you entertained from beginning to end."
—*Coffee Time Romance*

"All that wonderful sex flows seamlessly through a fast-paced, intriguing plot of intrigue and murder that holds the reader spellbound from the first page to the last and leaves them wanting more. *Enticed* is a triumph for Ms. Dante and a real treat for all fans of erotic romance, mystery, suspense, magic and face-kicking action."
—*Just Erotic Romance Reviews*

"Ms. Dante's characters are so well drawn you can believe they are real. The way they complement each other makes it a wonderful romance, and the hot spicy sex only adds to the sizzle of the book."
—*Enchanted Handlings*

Publisher: Berkley
ISBN: 0-425-21491-5
Price of Book: \$14.00
Month Year In Stores: March 2007

Also Written by Author: *Entangled*
Hometown: Metro Manila, RP
www.kathleendante.com

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Design Option 3

Design Options:

You may select one of three design options for your ad. All ads are printed in greyscale. Please note which one you would like on the registration form. (If one is not selected, Option 1 will be used.)

Text:

Text may be up to 250 words in length, not counting the sidebar information. Remember to allow for spacing between paragraphs since this will take up some of the allotted space. **DO NOT USE ALL CAPS for your book titles or anywhere else in the text.** Book titles will be italicized, the title being advertised will also be in bold.

Sidebar Information:

You will need to provide the following information:

- Book Title
- Author's Name
- Publisher/Line
- ISBN Number
- Price of Book
- Date Due in Stores
- Hometown
- Titles Also Written by Author
- Mention of a RITA® Winner or First Book
- Web site Address

Artwork:

Showcasing your bookcover is the best option. However, if that is not available by press-time, you may wish to use your publicity photograph instead. Scan your art so that it is two inches wide and 300 dpi resolution. You may save the file as a tif or a jpg. If you do not have access to a scanner, you may mail the actual bookcover, and we will scan the materials for you.

Proofs:

Proofs will be sent to you via e-mail in an Adobe Acrobat PDF file. Minor changes are allowed.

Advertise in *Romance Sells*

A quarterly publication dedicated to promoting your upcoming and newly published titles to booksellers and librarians .

ROMANCE SELLS WORKS

Ten years ago, *Romance Sells*' first issue had 79 advertisers and was sent to 2,000 booksellers and librarians. The 2009 spring issue boasts 180 ads with a circulation of more than 7,000, all of whom are confident *Romance Sells* works!

WATCH YOUR SALES INCREASE

"It's so great that you offer ads at affordable prices and get them seen by such a wide audience. I always notice a spike in sales when I advertise in *Romance Sells*. Thank you!"
— Elizabeth Amber

"Thank you so much for all your hard work on this! I always tell everyone that an ad in *RS* is the most effective marketing dollar they can spend!"
— Sylvia Day

BOOKSELLERS AND LIBRARIANS ARE BELIEVERS

"I use *Romance Sells* to keep [informed of upcoming releases] and for my romance readers group. Many of our selections have been a result of your very informative magazine."
— Earlee Young, romance bookseller for Borders

According to Jacquie Rogers, a local bookstore would not schedule a booksigning unless she was advertising in *Romance Sells*. When she expressed her intention to do so, the bookstore not only made plans to hold a signing for her but also ordered a huge supply.

More than 6,500 booksellers and librarians specifically request *Romance Sells* to be sent to them to assist in their buying decisions.

ROMANCE SELLS 2010 ADVERTISING AND RELEASE SCHEDULE

Spring 2010

Registration Deadline: Monday, January 18
Release Date: Friday, March 5

Summer 2010

Registration Deadline: Monday, April 19
Release Date: Friday, June 4

Fall 2010

Registration Deadline: Monday, July 19
Release Date: Friday, September 3

Winter 2010

Registration Deadline: Monday, October 18
Release Date: Friday, December 3

