

# romance sells

...a quarterly publication dedicated to promoting your upcoming and newly published titles to booksellers and librarians across the nation

## What Is *Romance Sells*?

*Romance Sells* is a 5.5" x 8.5" booklet mailed to booksellers and librarians on a quarterly basis. The cover of *Romance Sells* is printed in full color. The advertisements are printed in black and white.

The cost to advertise an ad is \$200 for each issue.

You have three choices of designs to select for your full page ad. Your ad will include an image of your book cover, sales information and 250 words allotted for a synopsis, reviews, and an author bio.

Registration is available the week following the previous issue's release. Two months prior to the issue's mailing, RWA sends an announcement to the published membership formally announcing registration has opened. The process is simple. Go to [www.corncreative](http://www.corncreative) and click on the *Romance Sells* link. You will find an online registration form with the option to pay online as well, using PayPal.

## When Should You Advertise?

Booksellers and Librarians will pre-order titles up to six months prior to the release date. I recommend advertising in the issue that is published three to six months prior to your release. If your budget allows, advertise again in the issue released closest to when your title is available. By doing so, you will capture the attention of those making last minute purchases.

## 2011 Schedule

Spring 2011  
Advertising Deadline and Payment Due: Tuesday, January 18  
Release Date: Tuesday, March 1

Summer 2011  
Advertising Deadline and Payment Due: Tuesday, April 19  
Release Date: Wednesday, June 1

Fall 2011  
Advertising Deadline and Payment Due: Tuesday, July 19  
Release Date: Thursday, September 1

Winter 2011  
Advertising Deadline and Payment Due: Tuesday, October 18  
Release Date: Thursday, December 1

## *Romance Sells* Works

Twelve years ago, *Romance Sells*' first issue had 79 advertisers and was sent to 2,000 booksellers and librarians. *Romance Sells* now represents up to 180 ads in each issue, with a circulation of more than 6,300, all of whom are confident *Romance Sells* works!

"I got a powerful surge of activity shortly after your spring issue came out. This has happened before and I am grateful. Keep up the good work...."

— Marjorie Holtzclaw  
(writing as Francine Craft)

"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

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 6,300 booksellers and librarians specifically request *Romance Sells* to be sent to them to assist in their buying decisions.



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