



The Authors Studio

Send your author on “tour”
via a sponsored BEA podcast

May 24-26, 2011
Jacob K. Javits Center, New York City

Give your authors an opportunity to record a three or five minute audio interview podcast. Podcasts will be available on the BEA Web site and distributed on a special feed (www.bookexpocast.com/authors-studio) to iTunes and across the Web through BookExpoCast.

You can also use the podcast and MP3 file for your own online promotion and marketing, and play the podcast directly from your Web site.

BEA 2010 podcasting results:

- *Nearly 100,000 people came to the BEA podcast Web site, www.bookexpocast.com*
- *Those users visited that same Web site nearly 200,000 times*
- *Nearly 1 million page views.*
- *Nearly 150,000 podcast episodes were downloaded – Authors Studio and BEA podcasts combined.*

The **2011 Authors Studio** will be open both days of the show, but have a limited number of recording slots, so reserve early.

How The Podcast Works

Think of podcasting as your author’s own radio show...and a world-wide audience has the freedom to listen to your show wherever they are, whenever they like! Podcasting allows your iPod, MP3 and Internet users to download, and playback, your author’s recorded interview.

You decide whether you want a three or a five minute interview. You pick the questions. You send us a JPEG of the book cover, a one-paragraph summary and ISBN information. We will reserve a spot for you at the Authors Studio during BEA. And then our Emmy-winning interviewer will make your author shine.

A few weeks after the show, we will post the podcast on our Web site and let you know when it’s live. We will send you a customized “player widget” to play the podcast directly on your or your author’s Web site. And of course, you will be able to download the podcast (or link to it) to use it for any kind of promotion or marketing that you want.

The podcast will be archived for a minimum of six months on the BookExpoCast Authors Studio page (www.bookexpocast.com/authors-studio).

Continued

Why Podcasting Works

- Anyone can listen by signing up free via iTunes for an automatic download, visiting www.bookexpocast.com/authors-studio and listening from your computer or by downloading the file onto any MP3 player.
- Podcasting is viral; it lives and breathes and can be shared and passed around. You will receive a permalink URL and customized widget to promote your podcast episode; you can embed this link or the widget in your site, your author's site, or even send it by email.
- Users may download the MP3 and distribute as widely as possible; you too can use the MP3 for promotional purposes
- Your author may also be found on our site through a search function

Costs, Logistics and Promotion

Cost and How To Sign Up

- 3-minute audio podcast: **\$259**
- 5-minute audio podcast: **\$365**

To submit your author for The Authors Studio...please submit the following information to Lisa Austin at lauristin@reedexpo.com

- Publisher contact information (email, address, etc.)
- Author and book information
- Scheduling request (day, approx. time, etc.)

How will the Authors Studio be promoted?

- Full-page ad in the Official BEA Directory
- Press announcements to more than 300 media outlets
- Cross-promotion with podcast partners in the publishing industry
- Announcements throughout BEA
- Promotions and signage on the floor of BEA
- Publishing blog and Web site cross-promotions

To view sample Authors Studio podcasts, go to www.bookexpocast.com/authors-studio.

Submit your authors to Lisa Austin for inclusion in the Authors Studio before *April 1, 2011*.

Questions?

Contact Lisa Austin at 800-477-7726 or lauristin@reedexpo.com.