

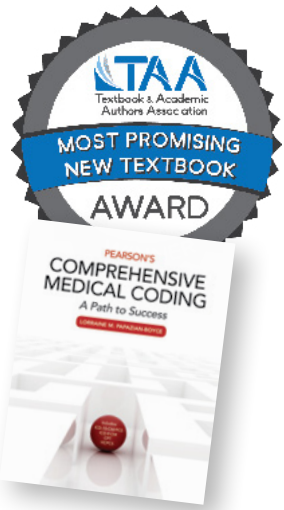
Top 5 Reasons to Nominate your Textbook for a 2017 TAA Textbook Award

- #1** *Receiving a textbook award from TAA is not only a great honor*, it can also increase sales by bringing more exposure to your books and elevating the credibility of both the book and its authors.
- #2** *A book award tends to get the attention of the media.* TAA provides winners with both a general press release that announces all of the winners and an individual press release that focuses on your individual book and award. If you provide the list of recipients and their contact information, TAA will distribute the press release for you. Textbook Award winners are announced on the TAA Blog, Abstract, in the association's eNewsletter and print member newsletter, and at a special award ceremony at TAA's annual conference. Last year's blog article about the awards has been consistently one of the top five most popular posts on Abstract since the awards were announced last March.
- #3** *When it comes to adoption decisions, an award-winning textbook has a competitive advantage.* TAA provides award seal stickers that can be placed on books you send out to adopters for review, on the next print run of your book, and on books displayed at conferences. Winners receive 25 free seals and can purchase additional seals per 100. You can also print the award logo and a short description of the award on the inside or cover of your book.
- #4** *Book awards are a huge boost in your marketing campaign— big return on a small investment.* Tout the award on all of your marketing materials, both print and electronic. Previous winners have leveraged their TAA awards by:
 - Including a description of the award and the award logo on the book's web page and on Amazon and other online retailers, and in the catalog listing.
 - Announcing it on the publisher and author(s) social media pages.
 - Posting an article about it on the publisher and author(s) blog.
 - Notifying sales reps about the award.
 - Mentioning the award on conference presentation slides and handouts.
 - Sending a press release to the author(s) university, local newspapers, and associations to which they belong.
 - Sending a press release to trade journals and other industry publications.
 - Adding the award to author(s) curriculum vitae, university web pages, and personal websites.

#5 *Don't just take our word for it, see what previous TAA Textbook Award Winners are saying:*

(see next page for Award-Winner Testimonials)





TAA Textbook Award-Winner Testimonials:

Lorraine Papazian-Boyce, author of Pearson's Comprehensive Medical Coding: A Path to Success, Most Promising New Textbook Award Winner, had this to say about winning:

I'm honored that both of my texts have received TAA's "Most Promising New Textbook" Award. It is a privilege to be recognized by my fellow authors for outstanding work. TAA offers many useful resources for new and established authors.

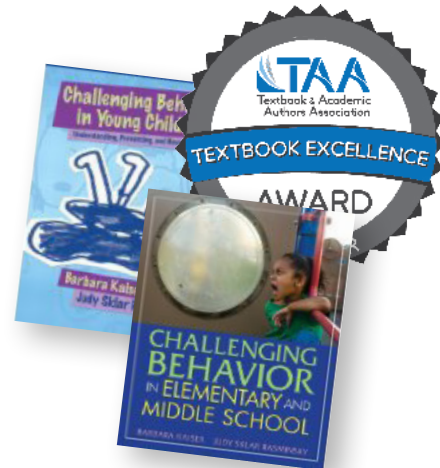


Frank M. Carrano, author of Data Abstraction and Structures with C++: Walls and Mirrors, McGuffey Longevity Textbook Award Winner, says:

I am both excited and honored to have this book receive the TAA McGuffey Longevity Award. I share this honor with my co-author for this edition, Timothy Henry... and everyone at Pearson Education.

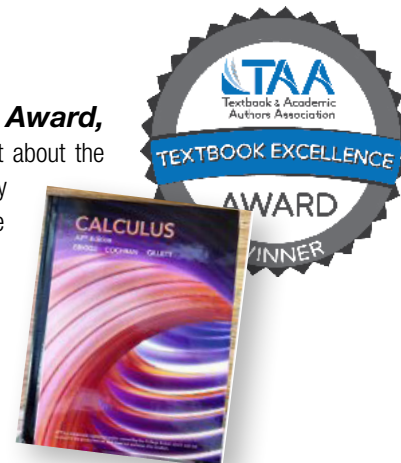
Judy Rasminsky, coauthor of Challenging Behavior in Young Children and Challenging Behavior in Elementary and Middle School, both of which have received Textbook Excellence Awards, said she and her coauthor Barbara Kaiser have leveraged the award in several ways, including:

- Posting the Texty logo in several places on their challenging behavior websites.
- Sending a press release announcing the award to the National Association for the Education of Young Children (NAEYC). The NAEYC included information about the award in its catalog, newsletter, and journal, and also purchased Texty seals to put on the books they sell.



Chuck Corbin, whose physical fitness textbooks have won both Textbook Excellence Awards and a McGuffey Longevity Award, added the awards to his curriculum vitae. He also included the award in his website bio and plans to mention it in the prefaces of future editions of each book. Corbin also notified his university and local newspapers in order to publicize the award to students, faculty, and the community.

Eric Schulz, coauthor of Calculus, which won a Textbook Excellence Award, encouraged his publisher to promote the award as much as possible. Pearson posted an announcement about the award on Facebook and included information about it in their literature. Schulz also let Wolfram, the technology company that makes the unique software used to create the e-book version of Calculus, know about the award. Wolfram published a press release on their blog. Like Corbin, Schulz also worked with his university to spread the word to his local academic community.



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