

The Academic Author NEWSLETTER

BARTZ V. ANTHROPIC COPYRIGHT CASE

A Landmark Settlement for Textbook & Academic Authors. What's next.

In the historic ruling for U.S. copyright holders in the case of *Bartz v. Anthropic*, **educational/textbook and university press/academic authors represent almost half of the close to 500,000 works infringed in the class.** The court awarded \$1.5 billion to authors and publishers whose books were pirated by Anthropic to train its large language models (LLMs).

At a September 25, 2025 hearing, attended by TAA Executive Director Kim Pawlak, TAA Board Treasurer and mathematics textbook author Michael Sullivan, and TAA Board Member and Intellectual Property

Attorney Brenda Ulrich, the court granted preliminary approval of the settlement agreement proposed by the plaintiffs, which outlined the claims process for authors and publishers.

The settlement includes a default 50-50 split for university press authors. "TAA played an instrumental role in negotiating a 50-50 default split on behalf of university press authors", said Pawlak. "We view this as a fair and equitable division of the settlement proceeds between that class of authors and publishers in the case."

University press authors who believe they should receive more than 50% can submit a claim for a higher amount along with supporting clauses from their contracts. Those claims will be reviewed by a special master assigned by the court.

Each publisher-author of the works included in the plaintiffs' class will split roughly \$3,000 for each infringed work, with the share paid to each based on the terms of the settlement agreement. A list of the works included in the case has been compiled by plaintiffs' attorneys, and a searchable database is being created so that authors and publishers will be able to search for their works by author name, title, and ISBN. Only works included in the database are part of the settlement.

Rather than a 50-50 default split, as was agreed to between the other authors and publishers in the class, **the court approved a separate claims process for determining the split between educational/textbook authors and publishers.** This approach reflected the court's concern that settlement proceeds be split in accordance with the terms of existing publishing agreements, and the greater variety of arrangements

continued on page 4

ISSUE 2025:3 | DECEMBER 2025

IN THIS ISSUE

- 2 2026 TAA Institute for Textbook & Academic Authors
- 6 Estate Planning for Authors: How to Set Your Heirs Up for Success
- 7 Get a Month of Motivation

Writing Groups for Academics (Faculty and ABDs)

BY MARY BETH AVERILL

For the past few months, I have been attending a writing group that grew out of a TAA writing retreat. I would categorize our group, which started out meeting weekly and now has meetings three times a week, as a "shut up and write" group. We start with a brief check in on Zoom, saying what we each want to accomplish in the coming hour. At the end of the hour, we meet again briefly to say what progress we made. Group members who want to keep going that day state their goals for the next hour.

Writing groups serve many functions. They provide accountability and reduce what I call "author loneliness." Groups are good for normalizing, as we see that others have good days and bad days, but still make progress. Sometimes we do group problem solving. For example, I shared with the group a tool I have that helps with organization and can also serve to help break a large

continued on page 5

PRESIDENT'S MESSAGE

TAA Stands in Support of Textbook and Academic Authors

Welcome to all new TAA members!

Representing textbook and academic authors, TAA's Executive Director, Kim Pawlak, its Treasurer, Michael Sullivan, and lawyers, Brenda Ulrich and David Slarskey, traveled to San Francisco to attend a preliminary settlement hearing in the *Bartz v. Anthropic* copyright infringement case. This case affects 500,000 titles, including textbook and academic works.

To learn more, go to TAA's website, taaonline.net, to:

1. get further information,
2. watch a TAA-produced video,
3. search a link to determine if your textbook was among the 500,000 titles that were illegally annexed,
4. and follow the process of filing a claim.

NOTE: The deadline to file is in March 2026.

TAA welcomes our new VP/President-Elect, Christine Tulley. Christine brings a wealth of information and skills which she has already begun sharing. Christine and Kim have been working to present TAA's first Institute for Textbook and Academic Authors. This virtual event will include Learning Labs and more and will be held June 12-13, 2026. Registration opens on January 1, 2026.

TAA also welcomes Stephanie Kinner who is our new Events & Operations Coordinator. Stephanie's prior experience as a coordinator and manager of events is evident and appreciated. Stephanie is planning an in-person TAA conference for 2027.

We look forward to continuing and expanding our service as a resource to the TAA community.

Thank you, *Dione Taylor*



JUNE 12-13 • SAVE THE DATE • REGISTRATION OPENS JANUARY 1, 2026

2026 TAA Institute for Textbook & Academic Authors



Join us for our first-ever TAA Institute for Textbook & Academic Authors, designed to support authors across different levels of experience. Do a deep dive on topics especially important to you!

The event will feature four separate Learning Labs focused on the specific needs and interests of veteran and new/aspiring textbook authors and veteran and new/aspiring academic authors. All Learning Labs will take place concurrently on Saturday, June 13, 2026, from 1:00-4:00 p.m. ET.

Each Learning Lab will be followed by a one-hour Conversation Circle/Q&A moderated by the Lab presenter(s), giving you plenty of time to ask questions and connect with your fellow attendees.

The Event Will Also Feature:

- A Keynote Presentation by Futurist Bryan Alexander
- Mentoring sessions with veteran authors and industry experts
- Co-working Sessions for focused writing time
- A Learning Library packed with authoring resources

- A Bookstore where you can feature your books and build your personal library. Learn how to include your book here: TAAonline.net/taa-institute-2026-bookstore

SPECIAL SESSION FOR TEXTBOOK AUTHORS | Friday, June 12, 2-3 p.m. ET **Top 10 Tips for Negotiating A Publishing Contract, 2.0**

Speaker: Brenda Ulrich, Intellectual Property Attorney, Archstone Law Group, PC

There are things every author can do, and steps they should take, to set themselves up for success when negotiating their publishing contract, whether it's your first book or an amendment for your 10th edition. In this one hour session, Brenda will share the latest version of her top tips for best practices on negotiating with a publisher.



continued on next page



Learn more:

TAAonline.net/taa-institute-2026

2026 MICHAEL SULLIVAN LECTURE KEYNOTE • Friday, June 12 • 10 a.m. - 12 p.m. ET

How the AI Revolution is Impacting the Future of Textbook & Academic Publishing

Presenter: Bryan Alexander, futurist, researcher, writer, speaker, consultant, and teacher, Georgetown University

Join academic book author and futurist Bryan Alexander as he explores the impact the “AI revolution” is having on the future of textbook and academic publishing. This interactive and engaging talk will explore emerging and potential AI uses in the textbook world, including:

- Publishers using it to create or assist in making manuscript reviews, indexes, art, and marketing
- Developing bots for reader interactions with materials
- Authors rapidly creating textbooks with AI
- Questions around content licensing, AI and copyright

- Sustained academic and popular opposition to general AI

He will conclude with several scenarios for possible textbook futures.

Learn more about the Michael Sullivan Lecture on Textbook & Academic Authoring (taaonline.net/michael-sullivan-lecture-on-textbook-and-academic-authoring).

The keynote will be followed by a full hour conversation and Q&A for an extended discussion of these topics. ●



**UNIVERSITIES
ON FIRE**

Higher Education
in Climate Crisis

BRYAN ALEXANDER

INSTITUTE LEARNING LABS

VETERAN TEXTBOOK AUTHORS

Pulling Back the Curtain: What It Really Takes to Sustain a Textbook Authoring Career

Presenters: Dr. Wendy Tietz, Accounting Professor, Kent State University, and Dr. Tracie L. Miller, Department Chair of Accounting, Franklin University, and authors of successful textbooks in multiple editions

Drawing on more than 35 years of combined experience as the authors of multiple Pearson accounting textbooks, Drs. Tietz and Miller will share insights on how to plan effective revisions, build productive relationships with coauthors and editors, and maintain creativity and motivation across multiple editions.



NEW & ASPIRING TEXTBOOK AUTHORS

The Textbook Author's Journey: Developing, Proposing, and Publishing Your Book

Presenter: Gregory A. Lewbart, author of *Invertebrate Medicine* (3e) winner of a 2024 TAA McGuffey Longevity Award

Are you considering writing your first textbook, revising a current edition, or planning a new one? Join us for this Learning Lab designed for new and aspiring textbook authors who want to understand the entire process of bringing a textbook from idea to publication. Get a clear roadmap and practical strategies for developing, submitting, and managing a successful textbook project.



Special Expert Speaker: Attorney Zick Rubin

Between 3-4 p.m. ET, Zick Rubin, an attorney with Archstone Law, will spend 30 minutes in each Textbook Author Learning Lab to answer textbook contract related questions.



VETERAN ACADEMIC AUTHORS

Reigniting Your Scholarly Voice: A Mid-Career Writing Lab for Veteran Academics

Presenter: Christine Tulley, Author, *How Writing Faculty Write*, and Dissertation Coach, *Defend and Publish*

Whether you're contemplating a capstone monograph, or exploring digital scholarship, or seeking to refine your textbook writing for evolving pedagogical needs, this lab offers a supportive space to reflect, reconnect, and chart an intentional path forward.



NEW & ASPIRING ACADEMIC AUTHORS

It Takes a SYSTEM: Surviving and Thriving as an Academic Author

Presenter: Dr. Patricia (Pat) Goodson, Author, *Becoming an Academic Writer: 50 Exercises for Paced, Productive, and Powerful Writing* (3e) - Winner of the TAA Textbook Excellence Award (2018)

Learn what constitutes a useful writing system, its elements, and which resources are available to support you as you design or re-configure a system of your own. By focusing on deliberate practice and self-awareness, you will examine your own/current writing systems and complement it (or develop it for the first time) with sustainable behaviors, perspectives, tools, and support. ●



Landmark Settlement for Textbook & Academic Authors

continued from page 1

found in educational/textbook contracts. TAA will be sharing more information with educational/textbook authors on how they can navigate the claims process. To view TAA's current guidance, visit TAAonline.net/anthropic-settlement.

Said Sullivan, mathematics textbook author with 14 textbooks currently in print: "I am grateful to TAA for working diligently on behalf of textbook authors like myself to ensure we were represented in the class settlement."

TAA released this statement following the September 25 hearing:

"Artificial intelligence poses a special threat to textbook and academic authors, who have throughout modern history been creators and custodians of the actual, human intelligence that is necessary to defend against the excesses, errors, and unintended consequences of overreliance on new technologies. The piracy of academic works and textbooks, which have shaped society by supporting the growth and development of generations through scholarly advancement and pedagogically sound educational materials, warrants the largest class action copyright settlement in history. We are hopeful that our legal system will provide protection to authors, where ethics and fairness have often failed.

The settlement is not enough. Textbook authors, in particular, continue to be in a pitched battle with certain educational publishers who refuse to negotiate fairly or honor prior commitments. The Textbook and Academic Authors Association has worked hard to support these authors, educate them about their rights, and provide support to them in their efforts to obtain a fair shake from these publishing relationships. We will continue to do so. While this settlement will not realign the relationship between publishers and authors, it is crucial that we send a united message—from authors and publishers alike—that we will not stand by while our work is stolen. In that respect, the \$1.5 billion penalty on Anthropic serves its purpose, delivers that warning, and the settlement is a victory." ●

Bartz v. Anthropic Copyright Case

The Claims Process for Textbook & Academic Authors is Unique. Review Our Guidance Before Filing Claims.

TAA will be rolling out more guidance for textbook and academic authors in the days and weeks to come. Watch the recording of the 10/8 TAA webinar, "What Textbook & Academic Authors Need to Know About Filing Claims in Bartz v. Anthropic" (TAAonline.net/webinar-anthropic-10-8-25).

The claims period runs from now until March 23, 2026. It is not a "first come first served" situation, so take the time to do it right and ensure your best chance of a good recovery. Visit TAA's Anthropic Settlement website to get started (TAAonline.net/anthropic-settlement).

TAAonline.net/anthropic-settlement



Textbook Contract Questions: What is a 'Statement of Work?'

Brenda Ulrich, an intellectual property attorney with Archstone Law, defined a **statement of work** as the details of a project: the work you're going to be doing, including the timeline of events, the deliverables, whether there's approval back and forth, whether some work is being done by somebody else, etc. That type of information often doesn't readily fit into the body of the basic agreement, so it is instead included as an exhibit or amendment to the contract. It is also



something that the non-lawyers involved in the negotiation can work on without getting tripped up on the legalese of the main agreement. (Excerpted from her 2025 TAA Virtual Conference session, "Can My Publisher Really Do That?")

Gain access to 22 on-demand sessions from the 2025 Virtual TAA Conference on Textbook & Academic Authoring by purchasing a one-year subscription for \$100. (TAAonline.net/store) ●

Writing Groups for Academics

continued from page 1

manuscript, like a dissertation, into smaller pieces for publication as articles. Today, during check-in, in response to a member's question, we talked about pros and cons of working on more than one piece of writing at a time.

Types of groups vary, although being clear about the group's purpose is essential. In a "shut up and write" group, individuals spend most of their time writing, with brief check ins that can serve for accountability and socialization. In critique groups, members submit their writing ahead of time and meeting time is reserved for discussion and feedback. I have facilitated groups for faculty members and for ABD grad students in which we set goals for the coming week, discuss what's getting in the way of progress on our manuscripts (for instance, productive procrastination), and problem solve about ways to protect our writing time. Online, "study hall" type groups are good ways to check in daily, even when they are asynchronous.

Even in unfacilitated groups, there are several issues to keep in mind. I have found that three to seven is a good group size, depending on how many members show up for each meeting. Meeting length can vary, depending on the type of group. I facilitate a 90-minute faculty writing group whose members talk about what gets in the way of their progress (writing blocks, time management, other work pressures). The "shut up and write" group I attend meets for one to four hours, with check-ins hourly. Meeting frequency can also vary, depending on the needs of group members, but many people find committing to meet more than once a week challenging. Meeting places can vary from conference rooms to phone bridge lines to online, with privacy and quiet being important. Sticking to a predictable time and place works best. For online or bridge line meetings, one person is usually the designated host. Homogeneity of fields of study and experience on the academic timeline can also differ with variety adding richness, although separate groups for graduate students and faculty is a consideration. ●

Mary Beth Averill, PhD, is a writing coach, consultant, editor and life coach in business in Eugene, Oregon, and is the founder/owner of Write On MBA.



Sign up for TAA's Daily Writing Accountability Sessions. Open to All TAA Members.

These 30-minute sessions, available Monday through Friday, provide focused time to write, research, work on projects, connect with others, and build a supportive writing community.

TAAonline.net/writing-accountability-sessions



2025 FALL WEBINAR SERIES ON DEMAND

Beyond the Book: How to Market Your Work

Dr. Erica Machulak, Founder of Hikma, shares how to align your book marketing strategy with your professional goals so that you can sidestep some of the challenges that many academic authors face come publication day.



Revise and Resubmit: Strategies for Organizing and Executing Feedback Efficiently

Christine Tulley, Professor of English, and Founder and Director of the Master of Arts in Rhetoric and Writing, The University of Findlay, shares four key strategies for effectively managing and implementing the "revise and resubmit" feedback in academic writing.



Copyright in the Afterlife: Estate Planning Tips for Authors

Brenda Ulrich, Intellectual Property Lawyer at Archstone Law, shares how authors can best manage their copyrights for their heirs and beneficiaries.



From Pressure to Presence: A New Approach to Work in Grad School and Beyond

Allison Miller, PhD, 25-year dissertation coach and founder of The Academic Writers' Space and The Dissertation Coach, introduces the concepts of Relaxed Productivity and Relaxed Effectiveness, and shows how immersive contact—rather than force or frenzy—is what allows for consistent, human-centered progress and productivity.



The Writing Teacher Is In. And She Has Tech Tools!

Maria Zafonte, Professor of English, Department Chair, Grand Canyon University, explores the gamut of both low-tech tools, such as Microsoft Word templates, and high-tech AI tools that can help busy professionals at each stage of the academic writing process. If you are embarking on your first academic article or your fiftieth, the tools discussed here can help you supercharge your writing process.



Demystifying Course Adoption Email Marketing

Frank T. Rothaermel, Author, Professor at Georgia Tech and Nick Murphy, SVP - Business Development, Sales, Product Management, at BMG, share practical strategies—and a proven example—to help you take a more active role in your book's success.



Watch 250+ On Demand Presentations:

TAAonline.net/presentations-on-demand



Estate Planning for Authors: How to Set Your Heirs Up for Success

BY SIERRA PAWLAK

In her October 2025 Webinar, “Copyright in the Afterlife: Estate Planning Tips for Authors”, Brenda Ulrich, an intellectual property attorney with Archstone Law, shared how authors can set up their heirs for success. She detailed how copyright differs from other assets in an estate plan, how best to divide up your literary works, and how to appoint a literary trustee or executor. For more, you can listen to her presentation here (www.taaonline.net/copyright-in-the-afterlife-estate-planning-tips-for-authors).

What is Copyright?

“Copyright is a form of property,” said Ulrich. “It’s intellectual property. Just like a house is real property, jewelry is considered personal property, and money is fungible property. They are all items of value, and they are all assets of your estate.” When creating an estate plan, it’s important to clearly state who will receive which assets. If you don’t specify what should happen with an asset, it typically falls into your residual estate. While that might be fine for household items like furniture or clothing, or even money, it’s not ideal for copyrights. Because copyrights are intangible assets that need to be managed in a certain way, they can be difficult for your heirs to identify or benefit from if you don’t explain what they are and how to legally use them.

Setting Up Your Heirs for Success

One of the best things you can do is to make a list of your copyrighted works, said Ulrich. That way your heirs don’t have to dig through your electronic and paper files to try and make sense of things without you. Her advice:

- Write down the titles, whether or not they’re published, and if they are stored as electronic or paper files.
- Provide specifics about where they’re stored, e.g., file and folder names or what box in your office they’re in.
- Write down the login or password information needed to access the files.

You don’t have to give your heirs this information now—it can be a memo for later. “I’m well aware that everybody’s least favorite thing to do is to organize their files,” said Ulrich. “But if you don’t want to organize all your files, do you think your heirs are going to want to do this? And who’s in a better position to make sense of it all, you or them?”

While organizing all of this may not be enjoyable, you are the best person for the job. You know your work better than anyone else, and creating this roadmap is truly a gift to your heirs. Without it, they may be completely unaware of what copyrights exist, where to find them, or how to manage them. By also including

instructions for what you want done with each asset, you give your heirs the guidance they need to honor your wishes.

Division of Copyright Between Heirs

In your will, you can specify who receives what copyright assets. For instance, if you have a spouse and two or three children, you might be tempted to divide ownership equally among them. However, Ulrich advised against this: “It’s setting things up for problems because heirs can disagree. What if one heir wants to self-publish the work, another wants to license it, while another wants to sell it? It can lead to problems just trying to manage the copyrights.” This can also complicate matters for publishers, especially if they must track down and negotiate with several people who may not agree on key decisions. Ulrich recommends designating one person to control the copyright while others share in the financial benefits to ensure smoother management.

Literary Executors/Trustees

A literary executor and a literary trustee serve essentially the same function: managing your literary works. A literary executor is appointed in a will, while a literary trustee is named in a trust. “You might appoint a general trustee or executor to manage your whole estate and then identify a separate literary trustee or executor just to manage your literary assets, which includes copyrights,” she said. “If you put [your copyright] under the control of this literary trustee or executor, then that’s one person who is controlling it and can make decisions for the benefit of your heirs.” Ideally, Ulrich recommends that this person be younger than you, given that copyrights in the U.S. last for the author’s lifetime and an additional 70 years. She also recommends someone who is familiar with your works and the publishing industry in general. This could be an accountant who manages your royalties, a publishing lawyer who handles your contracts, or a spouse that has been actively involved in helping you in your career.

Just as you would for your heirs, try to organize your copyrights for your literary trustee or executor. You should compile your publishing contracts, royalty statements, login portals for your royalties, contract information for your publisher, and bank information where payment is made. You can make this part of your plan or include it in a separate memo that you provide to your estate planning lawyer and/or your heirs.

Ulrich stressed that you should include plenty of information in your estate plan about how to locate and contact the literary executor or literary trustee. You should include their name, contact information, where they work, and any other information that can assist your heirs in finding them.

continued on next page

Estate Planning for Authors continued from page 6

Generally, a literary trustee or executor is appointed at the time you make your estate plan or is added as an addendum to your will or trust, said Ulrich. Estates are governed by state law, so you will need a trust and estate lawyer who is licensed in your state to help you set up your estate plan and to appoint a literary executor or trustee.

To learn more about these topics and others, such as published vs. unpublished works, donating your work to an institution or nonprofit organization, and more, watch Brenda Ulrich's full webinar (TAAonline.net/copyright-in-the-afterlife-estate-planning-tips-for-authors). ●

TAAonline.net/copyright-in-the-afterlife-estate-planning-tips-for-authors



Get a Month of Motivation

Accomplish your academic writing goals by focusing on two areas of academic writing that many authors tend to struggle with – isolation and accountability – with TAA's Month of Motivation program.

What You'll Receive:

- Daily email messages containing motivation, encouragement, and resources to advance your writing efforts all month long.
- The opportunity to participate in multiple 30-minute Virtual Writing Accountability Sessions each week. During these sessions, you'll connect by video, share what you plan to work on during the session, write as a group for 30 minutes, and then share your next steps.
- A time tracking template to allow you to log your daily writing progress, review your weekly progress, and track your writing progress over time.



"After so many ups and downs over the past year, the Month of Motivation program helped me focus again on writing projects and establishing a consistent writing practice." - Julie Combs

Commit to your success, let TAA help you overcome the isolation and accountability issues textbook and academic authors often face, and get your writing projects done! Learn more at TAAonline.net/month-of-motivation. ●

TAAonline.net/month-of-motivation



Meet the Newest Member of the TAA Staff

We are pleased to welcome Stephanie Kinner, our new Events & Operations Coordinator, who joined the staff on September 22. She has experience in event planning and operational support and will oversee the planning of TAA's annual virtual and in-person conferences, starting with the next in-person conference in 2027. She is excited to be part of TAA and support the needs of academic and textbook authors. ●



TAA Board

Executive Members

Dione Taylor, *President*
Christine Tulley, *Vice President*
Michael Sullivan, *Treasurer*
Jamie Pope, *Secretary*
Paul Krieger, *Past-President*
Kim Pawlak, *Executive Director*

Board Members

Donna Battista
Tasha Égalité
Brenda Ulrich

Authors Coalition Rep

Michael Sullivan

TAA Staff

Kim Pawlak,
Executive Director
Sierra Pawlak,
Virtual Events & Education Manager
Trisha Rulewicz,
Membership Manager
Stephanie Kinner,
Events & Operations Coordinator

TAA Contact Information

TAA
1710 Dondee Road
Madison, WI 53716
TAAonline.net
Info@TAAonline.net

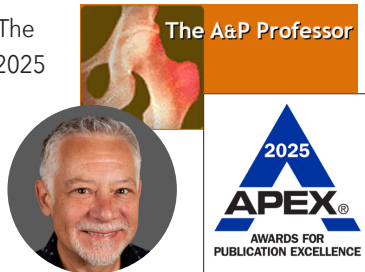
Please note that all materials presented in this newsletter are copyrighted by the Textbook & Academic Authors Association (TAA). Individual articles may be reprinted in non-commercial publications provided you include the byline (if applicable), the entire article without alterations, and this copyright notice: "© 2025, Textbook & Academic Authors Association (TAA). Originally published in *The Academic Author* on [Date, Issue, Number]." A copy of the issue in which the article is reprinted should be mailed to Kim Pawlak, 1710 Dondee Road, Madison, WI 53716. Questions should be directed to Kim.Pawlak@taaonline.net.

NEWSLETTER EDITORS: KIM PAWLAK AND SIERRA PAWLAK

BUSY TAA PEOPLE

Kevin Patton's Podcast Receives 2025 APEX Award

TAA member Kevin Patton's The A&P Professor podcast, won a 2025 APEX Award for Publication Excellence. Patton is author of the award-winning textbook, *Anatomy & Physiology*. Congratulations, Kevin!



TAA Members Publish New Textbook

TAA members Andrea Honigsfeld, Maria G. Dove and Carrie McDermott Goldman, published a new book, *Nine Dimensions of Scaffolding for Multilingual Learners*. The K-12 textbook, published by Corwin, offers content area teachers practical strategies to meet the linguistic, social-emotional, and academic needs of multilingual learners, through nine scaffolded approaches. Congratulations, Andrea, Maria, and Carrie!

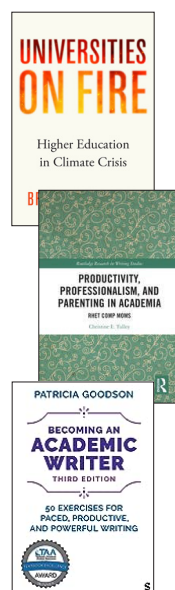


2026 TAA Institute Bookstore

Find your next unputdownable read at the 2026 TAA Institute Bookstore!

Learn how to boost your productivity, master scholarly article writing, develop your college textbook, finish writing your dissertation, or expand your knowledge on topics such as music, ESL, education, business communication, physics, and much more.

Include your book in the Institute Bookstore. Your book information links to your own external site (or Amazon, publisher site, etc.) for purchase. Books appear in the bookstore in order of receipt.



AD OPTIONS

General Bookstore Ad | \$50

- Book cover image (160px)
- Up to 50-word book description
- TAA blog article promoting the bookstore (3x)
- Promotion on TAA's social media channels (Facebook, Twitter/X, LinkedIn)
- Promotion in one issue of *The Academic Author*

Enhanced Bookstore Ad | \$75

All the benefits of the General Bookstore ad, plus –

- Higher placement and larger ad size on the web page
- Larger book cover image (200px)
- Longer book description (100 words)
- Individual TAA blog article promoting your book (1x)
- Book cover image included in bi-monthly TAA email newsletter promotion of bookstore



TAAonline.net/taa-institute-2026-bookstore