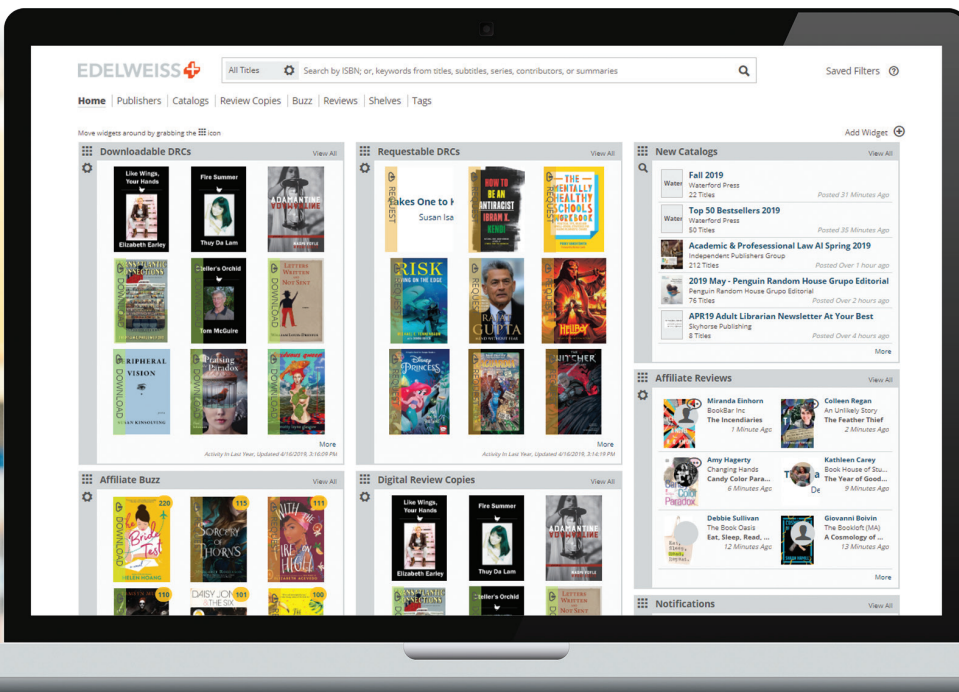


EDELWEISS+

BY ABOVE THE TREELINE



LEVERAGING EDELWEISS+ TO MARKET & SELL YOUR TITLES



WORKING WITH YOUR DISTRIBUTION PARTNER

As part of your partnership with your distribution partner, your titles are included in the their catalogs on Edelweiss+, where 135,000 book professionals go to learn about and order new titles. They manage the data feeds, catalog administration, and title information for you!

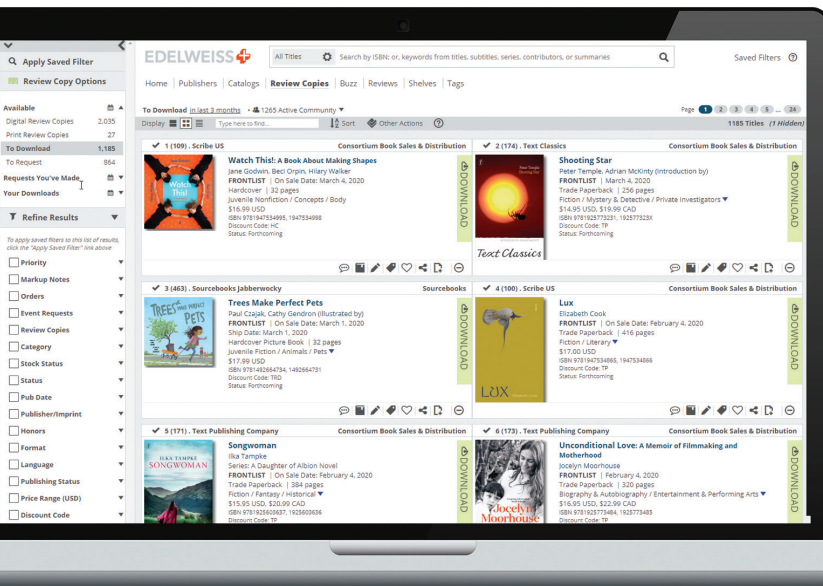
If you would like to feature your title in the Edelweiss+ newsletter or add an insert banner for your title in Edelweiss+, you can work with your partner and they will likely charge this additional service back to you.

MANAGING YOUR OWN PRESENCE

If you'd like to maximize your presence on Edelweiss+ and drive more traffic to your titles, you can create your own Independent Publisher Listing and/or post review copies of your titles. With both of these options, you can also manage promotions without the intervention of your distribution partner.



REVIEW COPIES IN EDELWEISS+



Digital review copies in Edelweiss+ are one of the most cost-effective ways to get your title into the hands of influencers prior to publication date. They generate buzz, reviews, recommendations, and sales!

- ✓ Unlimited downloads and no setup fees
- ✓ Customize access settings to meet your needs
- ✓ Manage titles and requests directly within Edelweiss+ with ease

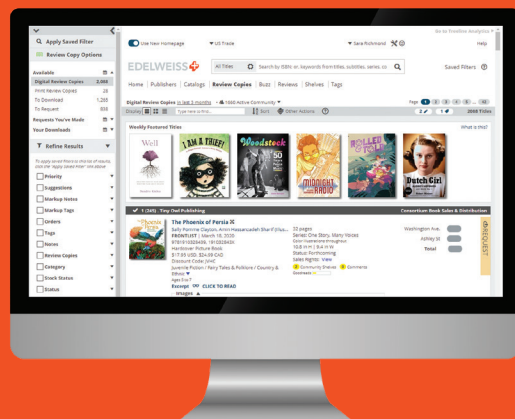
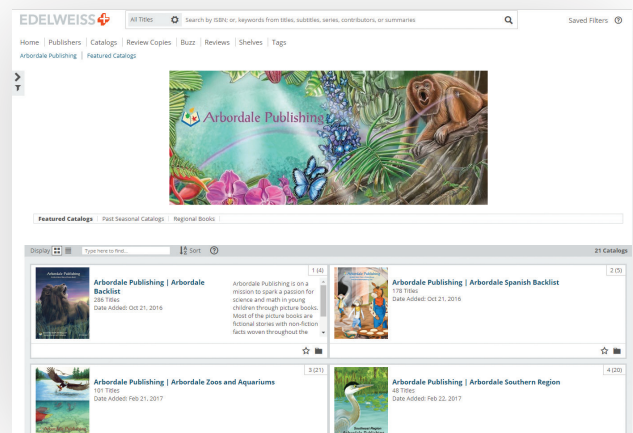
As a distributed publisher or imprint, discounts may apply. Inquire to learn more.

INDEPENDENT PUBLISHER LISTING

Your titles are included in your partner's catalogs on Edelweiss+. If you'd like to take a more active role in marketing and selling your own titles, an Independent Publisher Listing is a great option.

An Independent Publisher Listing allows you to have a page in Edelweiss+ for your titles only, with your branding. This means that you can create your own catalogs and users can search for your publishing house in Edelweiss+. Your partner still manages the data feeds for you and maintains your titles in their catalogs, but you can:

- ✓ Direct traffic to your Independent Publisher Listing in your marketing efforts
- ✓ Create unique catalogs with collections of titles
- ✓ Add sales and ordering information for potential buyers



PROMOTE YOUR TITLES TO OVER 135,000 BOOK PROFESSIONALS

- ✓ Draw attention to your title in Edelweiss+ with a banner ad above your title listing ("insert")
- ✓ Feature your title in the weekly "New in Edelweiss+" newsletter that goes to over 70,000 users in the US market
- ✓ Highlight your title or catalog with a banner ad in monthly newsletters to librarians, booksellers, or reviewers
- ✓ Generate pre-publication buzz with digital or print review copies