



TOR BOOKS

June 5, 1991

Andre Norton
1600 Spruce Avenue
Winter Park, FL 32789

Dear Andre:

As you can see, I'm enclosing herewith a preliminary promotion kit for THE ELVENBANE, to give you some notion of what we're doing to back this important book. The ads we're running are still in production, and I'll get copies of them sent to you as soon as they are ready; in Rae Lindsey's letter about publicity her mention of signings and coop really means that we're allocated budget for advertising and promotion by bookstores who want to do advertising and/or signings; this is something that we don't have a dollar value on yet, simply because how much we spend will depend on exactly how much cooperative advertising and promotion is done, which is dependent on booksellers requesting money for this purpose.

Not specifically noted is the fact that, for THE ELVENBANE, we'd like to have you sign the enclosed bookplates, if you could take the time. We only do this sort of thing for a very few big books, to impress upon book buyers at major accounts such as the bookstore chains, jobbers, and big wholesalers how serious we are about the book. If you could sign these and return them to Linda Quinton, she'll then send them to the appropriate buyers.

Altogether, this is a very major effort for Tor, more promotion than we do for the vast majority of our hardcover books, and befitting the major effort we're undertaking to make THE ELVENBANE the major success we feel it deserves to be.

By the way, I've got a quote from Marion Zimmer Bradley, which will be going on the jacket, and I'm expecting a couple of other good quotes--I'll let you know as they come in. Here's Marion's quote: "A richly detailed, complex fantasy collaboration by one of the field's Grand Masters and one of its most promising apprentices. It's a whole different look at dragons, good enough to overcome my prejudice against dragons."

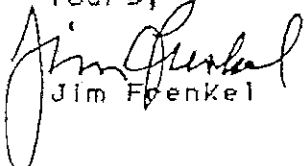
If you have any other questions about the promotion effort, or about anything relevant to the publication of THE ELVENBANE, please let me know, and I'll answer any questions you have, and if there's anything you need in relation to this kind of stuff, just give me a call.

We really do feel you and your work are very important, and THE ELVENBANE is, we think, a great opportunity to open up your audience to many people who aren't perhaps already readers of your other books. Between the big galley mailing, the advertising, and promotion and publicity, we're planning on making THE ELVENBANE your biggest selling Tor book ever.

I hope your eye is getting easier to manage, and the summer isn't too unbelievably hot. Joan and the kids send their best to you (Joshua says "Say Hi to Grandma Andre,") and Jessy says she's really having fun with the first book of yours that she's read, DRAGON MAGIC--she's becoming a convert, I think.

Be well, and we'll talk again soon.

Yours,


Jim Foenkel

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ADVERTISING PLANS FOR ELVENBANE

Full page in LOCUS

Full page in SCIENCE FICTION CHRONICLE

Full Page in FANTASY & SCIENCE FICTION

Included in WORLD SCIENCE FICTION CONVENTION program book advertising