



Media Advantage Policy®

Book Publisher Supplement

1. Name of **Applicant** _____

2. Identify all subsidiaries, including trade names, and joint ventures to be insured and advise of the relationship to **Applicant** _____

3. Book Publishing:

Identify the type of books to be insured and assign a percentage:

Autobiography	_____%	Fiction	_____%	Law & Justice	_____%
Celebrity	_____%	Health & Fitness	_____%	Medical	_____%
Children's	_____%	Historical Biography	_____%	Personal Betterment	_____%
Classics	_____%	How-to General	_____%	Political	_____%
Current Biography	_____%	How-to Technical	_____%	Reference	_____%
Economics & Finance	_____%	Hobbies	_____%	Social Commentary	_____%
Education Textbook	_____%	Investigative	_____%	Travel	_____%
Other	_____%	Please describe	_____		

Are any of the books investigative works or unauthorized biographies? Yes No

4. Foreign Language Publications:

Spanish	_____%	Asian	_____%
French, German, Italian	_____%	Other foreign language	_____%

5. Newspaper or Periodical Publications:

Name	Content	Circulation	Frequency of Circulation	Geographic Area
------	---------	-------------	--------------------------	-----------------

6. For current year, please specify number of:

original titles _____ reprints _____
books printed/distributed for others _____

7. Sources of Revenue — Gross Annual Sales:

Publishing	\$ _____	Subsidiary Rights	\$ _____
Reprints	\$ _____	CD-ROM	\$ _____
Distribution	\$ _____	Books on Tape	\$ _____
Other	\$ _____		

Please describe other sources of revenue _____

Annual Advertising Budget: \$ _____

Total Gross Annual Sales by Country: United States: \$ _____
Canada: \$ _____
International: \$ _____

8. Book Publishing Operations and Loss Prevention:

Are independent contractors utilized in respect to book publishing and promotion, such as fact-checkers, illustration and advertising? Yes No

Do such individuals execute hold harmless or indemnity agreements? Yes No

Are fact-checkers utilized to verify content accuracy? Yes No

Is there a procedure for clearing book titles? Yes No

Are authors required to indemnify the publisher? Yes No

9. Author's Coverage:

Is coverage needed for authors? Yes No

10. Attachments — Please submit the following information to complete your Application:

- ✓ Current financial statement or corporate annual report;
- ✓ Current catalog or list of titles, periodicals and "other media";
- ✓ Promotional materials regarding the services or operations of **Applicant**;
- ✓ Copies of standard hold harmless agreements utilized with independent contractors;
- ✓ Copies of standard author contract;
- ✓ Copy of standard publisher-distributor agreements; and
- ✓ If new operation, please include resumes of principals.