

## Author Visits – Ordering Directly from the Publisher

For students, one of the most exciting aspects of an author/illustrator visit is the opportunity to have a real live author or illustrator sign a copy of their book. Also, it is beneficial if students have read one or more of your speaker's books prior to the visit. This makes the author's presentation more meaningful and the students' questions more interesting.

If you would like, you can order books directly from Cynthia's publishers, which offer a discount to schools and libraries who are having an author visit. (Note: ordering from a publisher is completely optional; you can choose to order from a local bookstore or an online bookseller.)

All of Cynthia Lord's books are published by Scholastic Press, except for *Borrowing Bunnies* (2019) published by Farrar Straus Giroux/Macmillan. Ordering information for *Borrowing Bunnies* is included at the end of this document.

### Scholastic Press

Scholastic offers the discount on all books by the author who is visiting the school. Please visit [www.scholastic.com/authorvisits](http://www.scholastic.com/authorvisits)

Scholastic encourages you first to try to purchase your books at your local bookstore or usual source of supply. Scholastic offers a special 40% discount for books ordered in preparation for, or for sale during, author visits to schools and libraries. Please note that this cannot be combined with discounts or offers from other Scholastic divisions. Also, Scholastic waives the freight charges for these orders.

**1 - 800 - SCHOLASTIC 1 - 800 - 724-6527**

When you call this number, please choose "3" and then "2" when you are prompted to by the automated menus. When you call, make sure you tell our customer service department that your order is for an author/illustrator visit, and specifically ask for these terms. Make sure that you let them know the date of your visit as well.

Please be sure to order books well in advance of the visit. Depending on the nature of your visit, it is advisable to set a delivery date 3-5 days prior to the visit.

### How many books should I order?

Every school is different, so it is very difficult for us to give recommendations on this matter. Listed below are two methods of handling book orders, *pre-ordering* and *estimating*.

### *Pre-ordering*

Some schools choose to have their students pre-order the books. Advantages: This method will give you a fairly accurate count of how many and which books you should order.

Possible Disadvantages: 1) Books can go out of stock or change in price without notice.

You might have to ask for more money to cover increased prices or refund money on titles no longer available. 2) Many students realize that they want to purchase books only after they have met the author. You may not have any books for these students.

### *Estimating Numbers*

Other schools make educated guesses at numbers based on previous book sales in their school or in their community (from previous author visits or book fairs). Advantages:

Eliminates the problems associated with the pre-ordering method. Possible Disadvantages:

1) There is the possibility of selling out of a favorite title and ordering too many copies of less popular titles. 2) You may need to pay return postage on unsold books.

### **What happens to books I don't sell?**

Ordering from Scholastic is risk-free, because we'll accept returns on any leftover unsold books, and credit them to your invoice. Simply return them to:

Scholastic Inc. Attn: Book Returns  
3030 Robinson Road  
Jefferson City, MO 65111

Please enclose: 1) A copy of the invoice 2) A letter explaining how many copies of each title you sold, and how many of each you are returning, and a calculation of the balance you owe. 3) A check for the total cost of books you sold, taking into account your 40% discount.

Scholastic does not pay for the postage or freight costs of return shipments. You are responsible for these expenses.

### **Questions?**

If you have any questions about ordering books for an author visit, contact: **Lizette Serrano**, Director, Education/Library Marketing and Conventions, Scholastic Trade Division, at [LSerrano@scholastic.com](mailto:LSerrano@scholastic.com) or (212) 389-3767.

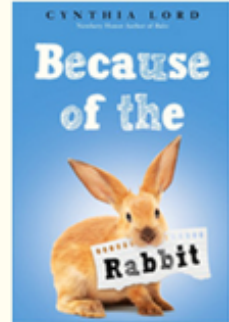
### **Farrar Straus Giroux / Macmillan**

*Borrowing Bunnies* is published by Farrar Straus Giroux. For information about FSG's discount or to order books, contact Lindsay Brown, Premium Sales Assistant, at [lindsay.brown@macmillan.com](mailto:lindsay.brown@macmillan.com).

Nonfiction



Novels



Hot Rod Hamster Series



Early Readers



Shelter Pet Squad Series



Sorry, these two titles are no longer in print, but they are still available as e-books