Did you know…?

Influence Maps, originally created for University Press Week, have been put to use by presses all year round—in budget presentations, publishing seminars, annual reports, and more.

The Crisis Management Toolkit offers advice for sharing AAUP statistics with administrators, model letters of support for presses under pressure, guidance for involving the Association effectively in a crisis, and more.

Presses with net sales of under $1.5 million can take advantage of a Small Press Review Grant. Staff of presses with net sales of under $1 million can get further reduced rates at the Annual Meeting. Join the AAUP-SP discussion list to talk about the concerns of smaller presses.

On the AAUP website and AAUPwiki, you’ll find extensive knowledge resources created and shared by colleagues in the Association including: Digital Art Submission Guidelines; Permissions FAQ; an XML Workflow Summary; the Marketing Handbook; and much much more!

The Cooperative Ad Program offers discounts, convenience, and customer service to help members make the most of limited advertising dollars. Sign up for the weekly Coop Ad bulletin, and news.

The AAUP website features awards and personnel announcements from our members.

The Annual Operating Statistics are regularly adjusted to include new categories. Future surveys will have expanded data on miscellaneous book publishing income (permission fees, sales of electronic, translation, and reprint rights).

The annual ALA “Best of the Best” program, featuring selected titles from UP Books for Public and Secondary School Libraries, is often broadcast on C-SPAN’s BookTV.
AAUP Website and Discussion Lists

To take the greatest advantage of AAUP membership benefits, press staff should be sure to register on the AAUP website for access to password-protected resources such as toolkits, statistics reports, Jobs List management, and much more. Register here: http://www.aaup.net.org/request-member-access

Another important first step in maximizing AAUP membership is to join our email discussion lists. Many AAUP program deadlines and announcements are shared on AAUP-L, the general list, and vital conversations and daily knowledge sharing can be found on the focus lists such as AAUP-M (marketing), AAUP-J (journals), AAUP-PM (production), and many others. Learn more and sign up at: http://www.aaup.net.org/resources/for-members/discussion-lists

AAUP Benefits Overview

Benefits available to our member presses and their staff include: significant discounts on services such as advertising, digital marketing programs, international exhibits, and more; educational and professional development opportunities; informational services such as statistics reporting, toolkits, and issue briefs; and promotional and advocacy programs for the work that you do. This pamphlet outlines the programs and services currently available to members; any changes will be noted in the online version of this benefits guide linked through the QR code on the cover. Access to many of these programs and more details here: http://www.aaup.net.org/resources/for-members

Professional Development
Staff can use these programs both to grow professionally and to benefit their press operations.

- Attend the Annual Meeting and pre-meeting workshops at low member rates.
- Participate in occasional webinars at significantly discounted member rates.
- Receive reduced rates at sister organizations’ publishing meetings.
- Apply for the opportunity to participate in a residency at another member press.
- Crowdsources ideas and seek advice on AAUP’s email discussion lists.
- Serve on AAUP committees and task forces.
- Take advantage of online resources including toolkits, handbooks, and videos.

Statistics and Industry Information
Get essential news and data about academia, publishing, and legislative issues.

- Surveys
Access research on operating data, sales trends, digital publishing strategies, compensation, and more.
- AAUP Directory
Five free print copies per press and 80% off the digital edition. Presses can also offer significant savings on the directory to faculty and graduate students.
- Newsletters
Keep apprised of both external and internal news in AAUP’s quarterly Exchange newsletter, and monthly members’ bulletin.
- Policy and Legal Updates
Get in-depth information on relevant policy issues and essential legal information.

Discounts and Cooperative Services
Help your press run more efficiently.

- Secure reduced advertising rates in 30+ print and online publications.
- Take advantage of greatly reduced rates on the Copyright Infringement Portal and CCC’s RightsLink.
- Receive discounted access to sales data tools from Nielsen PubTrack Higher Ed and Publisher Alley.
- Take advantage of AAUP-negotiated rates for NetGalley and Edelweiss digital marketing programs, as well as BurrellesLuce clipping services.
- Receive discounts from digital publishing vendors Tizra and iPublishCentral.
- Recruit qualified job candidates at no charge through the online Jobs List.
- Participate in the AAUP Pavilion at the London Book Fair, and other occasional exhibit opportunities.

Promote the Work of Your Press
AAUP provides many tools to champion the work of your press.

- Enter publications to be featured by design experts in the annual juried Book, Jacket, and Journal Show.
- Submit press titles to AAUP’s popular Books for Understanding bibliographies.
- Promote your press to the wider community during University Press Week.