

FOR IMMEDIATE RELEASE

CONTACT

Kate Burkett
Orbit Marketing and Publicity Director
(212) 364-1182 | kate.burkett@hbgusa.com
www.orbitbooks.net

Release Event for Kim Stanley Robinson's *Adrift* to Take Place at Launch Site for SpaceX Rocket

NEW YORK: May 1, 2012 — SF and Fantasy imprint Orbit (US) will host a book release event for Hugo, Nebula, and Locus Award-winning science fiction author Kim Stanley Robinson's new book *Adrift* at the launch site for SpaceX's Falcon Heavy demo flight. In collaboration with SpaceX CEO Elon Musk, the event will take place on December 15, 2012 in a roped off area at Vandenberg AFB designated specifically for Kim Stanley Robinson fans.

Part science fiction and part memoir, *Adrift* is Kim Stanley Robinson's mind-bending prequel to his deeply researched and award-winning *Mars* trilogy. It follows the fictional Holden Shepard in 2018 on his nine-month voyage through space to be the first man to Mars. When his only companion, the ship's philosophic computer Kuasar, starts showing Holden humanity's possible futures, the astronaut must navigate the ideologies of the time in order to set in motion a future leading to the successful colonization of Mars. If Holden Shepard, not John Boone, was the real first man to Mars, why is his story a secret?

Kim Stanley Robinson will read from *Adrift* and be on hand to talk with fans and sign books as the Falcon Heavy rocket prepares for launch with a copy of the book onboard. Tim Holman, Orbit Publisher, describes the event: "What better way to celebrate the launch of Kim Stanley Robinson's *Adrift* than by watching the demo launch of the Falcon Heavy—a rocket that will one day help bring about the colonization of Mars?"

The event is free and open to the public but space is limited. Register at the [Adrift Launch](#) website to ensure a spot.

Launched in 2007, Orbit (US) is an imprint of Hachette Book Group that publishes a vast array of Science Fiction and Fantasy, including sweeping space operas, epic adventures, and near-future thrillers. Hachette Book Group, a leading trade publisher based in New York, publishes under the divisions of Little, Brown and Company, Little Brown Books for Young Readers, Grand Central Publishing, FaithWords, Center Street, Orbit, and Hachette Digital.

To find out more about future Kim Stanley Robinson events and speaking engagements, or to receive a review copy of *Adrift*, contact Orbit Marketing and Publicity Director Kate Burkett by phone at (212) 364-1182 or by e-mail at kate.burkett@hbgusa.com.

Adrift

Kim Stanley Robinson

SALES HOOK

If Holden Shepard was the real first man to Mars, why does no one know his name?

DESCRIPTION

Science fiction and memoir collide in Kim Stanley Robinson's mind-bending prequel to his Nebula and Hugo Award winning Mars trilogy.

Before John Boone set foot on Mars in 2020, there was Holden Shepard drifting through space toward the red planet in 2018. Holden's nine-month voyage aboard the spaceship *Demeter* with only the ship's philosophic computer, Kuasar, for company, is intermixed with his past as boy from Iowa drifting through life without a purpose until his recruitment by NASA.

When Kuasar starts showing Holden humanity's possible futures, the astronaut must navigate his past and present to set in motion a future leading to the successful colonization of Mars. What happened before John Boone and the First Hundred made it to Mars? If Holden Shepard was the real first, why is his story a secret?

KEY SELLING POINTS

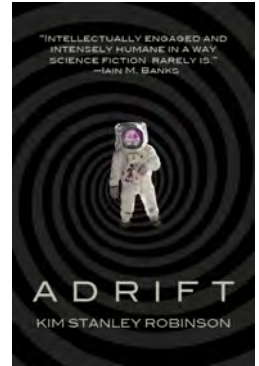
- Coincides with the twentieth anniversary of the release of *Red Mars*
- Innovative and original storytelling connecting the future history detailed in the author's bestselling, Hugo Award winning *Red Mars* to the present time
- Kim Stanley Robinson is an award winning author who has a built-in, fiercely dedicated fan base
- Incorporates accurate scientific detail in an entertaining, informative way
- Coincides with the recent influx of interest in space travel, as witnessed by the rise of news coverage on corporations like SpaceX and Planetary Resource

AUDIENCE

- Adult fiction readers
- Adults and young adults interested in science, space travel, Mars, or artificial intelligence
- Speculative fiction readers
- 1990s popular culture enthusiasts
- Environmental advocates
- Social and cultural theorists

AUTHOR BIO

Kim Stanley Robinson is a literary science fiction writer and winner of the Hugo, Nebula, and Locus awards. His books often tackle his own scientific fascinations, including the deeply researched and bestselling Mars trilogy and the critically acclaimed *Antarctica*, for which the U.S. National Science Foundation sent him to the continent as part of the Antarctic Artists and Writers' Program. He recently



Ship Date: October 2012

Pub Date: November 2012

Price: \$21.95 US,
\$23.95 CAN

ISBN-13: xxx-x-xxxxxx-xx-x

Trim: 6" x 9"

Format: Hardcover

Pages: 542

Carton Qty: xx

and type of illustrations:
3 B&W illustrations

Series: Mars trilogy

BISAC Category:
FICTION / Science Fiction /
General
FICTION / Science Fiction /
Space Opera
FICTION / Visionary &
Metaphysical

BISAC Code:
FIC028000
FIC028030
FIC039000

Previous Edition ISBN:
n/a

edited a collection of Sierra themed poems entitled *In the Sierra: Mountain Writings*, and was named a “Hero of the Environment” in 2008 by *Time* magazine. He lives in Davis, California where he can often be found mountaineering with his wife and playing frisbee golf with his two young adult sons.

AUTHOR RESIDENCE

Davis, California

COMPARATIVE TITLES

- *Surface Detail*, Iain M. Banks. Hardcover: 640. Orbit; October 2010; 978-0316123402; \$25.99
- *After the Fall, Before the Fall, During the Fall*, Nancy Kress. Paperback: 192. Tachyon Publications; April 2012; 978-1616960650; \$14.95
- *Blue Remembered Earth*, Alastair Reynolds. Hardcover: 512. Ace; June 2012; 978-0441020713; \$26.95
- *Ark*, Stephen Baxter. Hardcover: 544. Roc Hardcover; May 2010; 978-0451463319; \$24.95

MARKETING AND PUBLICITY HIGHLIGHTS

- Release event at Vandenberg Air Force Base coinciding with the launch of SpaceX's Falcon Heavy rocket
- National interviews, including a push for an appearance on the *Colbert Report* and either NPR's *Fresh Air* or *Science Friday*
- Blog tour on other science and science fiction writers' blogs—including popular SF websites Wired, Boing Boing, and i09—that will focus on futurism, Mars, and sociology in fiction
- Conventions, speeches, and events focused around Robinson's already scheduled talks on ecological sustainability and other social concerns
- Online interviews, including a Google+ Hangout interview with the science and technology website Wired.com
- Reviews and blurbs forthcoming from *The New York Times*, *Publisher's Weekly*, Cory Doctorow, and Iain M. Banks
- Interactive website featuring videos modeled after the ones shown to the protagonist by the spaceship's advanced AI computer—these would include clips of possible futures for Earth, Mars, and the protagonist without giving away too much plot information
- Social media launch for the author and book, including a Twitter, Facebook, and blog page for the author

MARKETING PLAN

Publicist: Kate Burkett

Title: Adrift

Author: Kim Stanley Robinson

Contact info: kate.burkett@hbgusa.com

Book Description:

Science fiction and memoir collide in Kim Stanley Robinson's mind-bending prequel to his Nebula and Hugo Award winning Mars trilogy.

Before John Boone set foot on Mars in 2020, there was Holden Shepard drifting through space toward the red planet in 2018. Holden's nine-month voyage aboard the spaceship *Demeter* with only the ship's philosophic computer, Kuasar, for company, is intermixed with his past as boy from Iowa drifting through life without a purpose until his recruitment by NASA.

When Kuasar starts showing Holden humanity's possible futures, the astronaut must navigate his past and present to set in motion a future leading to the successful colonization of Mars. What happened before John Boone and the First Hundred made it to Mars? If Holden Shepard was the real first, why is his story a secret?

Category:

FICTION / Science Fiction / General—BISAC: FIC028000

FICTION / Science Fiction / Space Opera—BISAC: FIC028030

FICTION / Visionary & Metaphysical—BISAC: FIC039000

Format: Hardcover with simultaneous e-book release

Trim Size: 6" x 9"

Page count: 542

Imprint: Orbit

Warehouse date: October 2012

Pub date: November 2012

ISBN13: xxx-x-xxxxxx-xx-x

List Price: \$21.95 US, \$23.95 CAN

Print run: 50,000

Budget: \$10,000

Book Code Book Title Abbreviation: AFT

Edition: First

Series: Mars trilogy

Other books by author:

2312 (2012, Orbit), *Galileo's Dream* (2009, Spectra), *Sixty Days And Counting* (2007, Spectra), *Fifty Degrees Below* (2005, Spectra), *Forty Signs Of Rain* (2004, Spectra), *The Years Of Rice And Salt* (2003, Spectra), *Antarctica* (1997, Spectra), *The Martians* (1999, Spectra), *Blue Mars* (1997, Spectra), *Green Mars* (1995, Spectra), *Red Mars* (1992, Spectra), *Pacific*

Edge (1990, Ace), *The Gold Coast* (1988, Ace), *The Memory Of Whiteness* (1985, Ace), *Icehenge* (1984, Ace), *The Wild Shore* (1984, Ace)

Competition:

Surface Detail, Iain M. Banks. Hardcover: 640. Orbit; October 2010; 978-0316123402; \$25.99—Banks is another Orbit author that is often compared to Robinson. This book also explores the human component of the future and has a large AI presence like *Adrift*.

After the Fall, Before the Fall, During the Fall, Nancy Kress. Paperback: 192. Tachyon Publications; April 2012; 978-1616960650; \$14.95—This book also takes place in the very near future, 2034, and crosses between past, present, and future much like the narrative of *Adrift*. It also has ecological themes.

Blue Remembered Earth, Alastair Reynolds. Hardcover: 512. Ace; June 2012; 978-0441020713; \$26.95—This book also deals with a near utopia in peril of collapsing, and much like *Adrift*, it's up to the protagonist to navigate the ideologies of the time in order to retain a peaceful social order.

Ark, Stephen Baxter. Hardcover: 544. Roc Hardcover; May 2010; 978-0451463319; \$24.95—This book deals with another near future, 2030, where environmental changes threaten the planet. The protagonist is picked to travel several light years through space to help pioneer a civilization on a newly discovered, life-sustaining planet.

Audiences:

- Adult fiction readers
- Adults and young adults interested in science, space travel, Mars, or artificial intelligence
- Speculative fiction readers
- 1990s popular culture enthusiasts
- Environmental advocates
- Social and cultural theorists

Societies and Organizations:

- National Science Foundation—<http://www.nsf.gov/>
- American Association for the Advancement of Science—<http://www.aaas.org/>
- National Space Society—<http://www.nss.org/>
- SpaceHub—<http://www.spacehub.org/>
- The Mars Society—<http://www.marssociety.org/>
- The American Institute of Aeronautics and Astronautics—<https://www.aiaa.org/>
- Universities Space Research Association—<http://www.usra.edu/>
- Space Foundation—<http://www.spacefoundation.org/>
- Association of Space Explorers—<http://www.space-explorers.org/>
- ProSpace—<http://www.prospace.org/>
- The American Philosophical Society—<http://www.amphilsoc.org/>
- The American Philosophical Association—<http://www.apaonline.org/>

- Society for Ecological Restoration—<http://www.ser.org/>
- The California Society for Ecological Restoration—<http://www.sercal.org/> (author is from California and may even already be involved with this group)
- Ecological Society of America—<http://www.esa.org/>

Specific audiences:

Kim Stanley Robinson is a very esteemed and respected author in the science fiction community, but I actually hadn't heard of him until I started researching the genre. The most dependable audience for this novel would then be the readers in the science fiction community that already respect his work. He's known for writing hard science fiction with heartfelt, humane characters. Outside of fans, this novel has the potential to catapult off of the recent buzz surrounding private space travel. It will appeal to men and women 18 and over interested in space exploration, Mars, and artificial intelligence, and particularly speak to those fed up with modern day politics (as Robinson has a penchant for writing anti-capitalist, liberal-minded themes). It has the potential to appeal to any science-minded individual, as well as cross over to readers who enjoy philosophy and theorizing possible societies of the future.

Markets:

Stores: Barnes & Noble (National), Target (National), Wal-Mart (National), Costco (National), Books a Million (National), small independent bookstores, science fiction bookstores.

Specialty Markets: The Science Fiction Book Club (<http://www.sfbc.com/>) and other book clubs; stores at Los Angeles International Airport (LAX), O'Hare International Airport (ORD), Dallas/Fort Worth (DFW), San Francisco International Airport (SFO), JFK International Airport (JFK); gift shops at planetariums and aerospace museums; space, science, and science fiction conventions (SpaceFest, Mars Society Convention, PlanetFest 2012); public library systems.

Author Resources (friends, family, professional contacts): Kim Stanley Robinson is well respected in the science fiction community, but these are a few particular authors he has contact with that have written praise for him or blurbed a previous book:

Iain M. Banks (publisher@Iain-Banks.net), David Brin, John Scalzi, Neal Stephenson, Vernor Vinge Robert Crais, Ursula K. Le Guin, Greg Baer

MEDIA:

Magazines:

- *Kirkus Review*
- *Publisher's Weekly*
- *Booklist*
- *Library Journal*

Have Kim Stanley Robinson write an article about SF and the environment or SF and utopias for these magazines:

- *Wired*: Adam Rogers, Senior Editor, adam_rogers@wired.com
- *Locus* mag (the magazine of the science fiction and fantasy field): <http://www.locusmag.com/> (post an introspective article here about SF and the environment, or SF and utopias)
- *Slate* Magazine: <http://www.slate.com/>
- *Popular Science*: <http://www.popsci.com/>
- *Discover*: <http://discovermagazine.com/topics/space>

Newspapers: Send an electronic review copy to all major newspapers in the US, including these frequent Kim Stanley Robinson reviewers:

- *Los Angeles Times*: Jon Thurber, Editor (Book Review section), jon.thurber@latimes.com
- *Chicago Sun-Times*
- *Washington Post*
- *The Wall Street Journal*
- *New York Times*: Gerald Jones

Television:

- Push for an appearance on the *Colbert Report*

Radio:

- *The Agony Column Live* with Rick Kleffel. California Central Coast - NPR affiliate KUSP 88.9. At Capitola Book Café: 1475 41st Ave, Capitola, California, 95010
- The Planetary Society's *Planetary Radio*: <http://www.planetary.org/multimedia/planetary-radio/>
- NPR's *Fresh Air* or *Science Friday*

Podcasts:

- *Wired.com's* Storyboard podcast: www.wired.com
- *Sci Fi Diner* Podcast: <http://scifidinerpodcast.com/>
- *Sword & Laser*: <http://www.swordandlaser.com/> (SF&F themed book club, video show, and podcast)
- *Nerdist*: <http://www.nerdist.com/> (podcast or video interview)
- *The SF Signal* Podcast: <http://www.sfsignal.com/>
- *The Coode Street* Podcast: <http://www.jonathanstrahan.com.au/wp/>

Blogs tour websites/online interviews/featured articles/reviews:

- *Boing Boing*: Cory Doctorow, Co-editor, doctorow@craphound.com
- *Wired.com*: Adam Rogers, Senior Editor, adam_rogers@wired.com
- *i09*: Charlie Jane Anders, Editor, charliejane@io9.com
- *Publisher's Weekly*, Rose Fox, rfox@publishersweekly.com, *Genreville* Blog
- John Scalzi's blog: <http://whatever.scalzi.com/>

- Tor.com: <http://www.tor.com/>
- Blastr.com: Scott Edelman, editor@blastr.com (SyFy's science fiction popular culture website offshoot—Edelman has blurbed Robinson before)
- Huffington Post: <http://www.huffingtonpost.com/> (Send to Michael Gritz for review)
- GalleyCat: Jason Boog, Editor, jason@mediabistro.com
- Shelf Awareness for Readers: <http://www.shelf-awareness.com/readers-issue.html>
- Mysterious Galaxy, Redondo Beach and San Diego (independent genre book store with 2 locations in southern CA—also reviews books online): <http://www.mystgalaxy.com/>
- Slate (The Slate Book Review): <http://www.slate.com/>
- A Dribble of Ink— <http://aidanmoher.com/blog/>
- Suvudu: <http://suvudu.com/> (SF&F pop culture website run by Random House)
- SF Signal: <http://www.sfsignal.com/>
- The World in the Satin Bag: <http://wisb.blogspot.com/>
- Tobias Buckell Online: <http://www.tobiasbuckell.com/>
- Mike Brotherton's Blog: <http://www.mikebrotherton.com/>
- Bookgasm: <http://www.bookgasm.com/>
- Genre Go Round Reviews: <http://genregoroundreviews.blogspot.fr/>
- Bibliophile Stalker (speculative fiction blog): <http://charles-tan.blogspot.com/>
- Far Beyond Reality: <http://farbeyondreality.com/>
- Wired.com's Geek Dad blog: <http://www.wired.com/geekdad/>
- Omnivoracious: <http://www.omnivoracious.com/> (has interviewed Robison before)
- SciFi Now: <http://www.scifinow.co.uk/> (has blurbed before)
- The Wertzone: <http://thewertzone.blogspot.fr/>
- The Little Red Reviewer: <http://littleredreviewer.wordpress.com/>
- Revolution Science Fiction: <http://www.revolutionsf.com/>
- Neth Space: <http://nethspace.blogspot.com/>
- SF Site: <http://www.sfsite.com/> (has interviewed)
- Tzer Island: <http://www.tzerisland.com/>
- USA Character Approved Blog: <http://www.characterblog.com/>
- Space.com (has interviewed)
- Big Dumb Object—<http://www.bigdumbobject.co.uk/>
- Nuketown— <http://www.nuketown.com/>
- Science Fiction World— <http://sciencefictionworld.com/books.html>
- Slice of Sci Fi— <http://www.sliceofscifi.com/>
- Fantasy and Sci Fi Lovin' News & Reviews— <http://sqt-fantasy-sci-fi-girl.blogspot.com/> (female-fiction focused review blog)

Websites:

Drift website:

It's an interactive website featuring videos modeled after the ones shown to the protagonist by the spaceship's advanced AI computer—these would include clips of possible futures for Earth, Mars, and the protagonist without giving away too much plot

information. It will be “choose your own adventure” structured. Viewers will watch one of the videos and then be asked a multiple-choice question of what their action would be after seeing it. There will be multiple different outcomes, questions, and paths of videos they can watch. The goal is to appeal to the masses of internet users who greedily absorb online quizzes, as well as those that enjoy discussing and pondering tough philosophical choices like the ones present in the book. More interactive features, like a map of the protagonist’s nine-month journey from Earth to Mars (with science facts labeled throughout), a discussion forum, and a page with an image of Kuasar that quotes Kim Stanley Robinson sound bites/speeches may be added later if the website is successful and the budget permits.

Orbit in-house personnel will create the *Adrift* website, but filming expenses and data gathering for the space map will have to be paid for. This will definitely be a low budget production; no elaborate sets, costumes, or special effects will be used: **\$1000**

Orbit website:

Take advantage of the free marketing on the publisher’s website by having onsite ads, online collateral (expanded in the collateral section), and blog posts surrounding the book’s release.

- Blog post ideas—Chapter excerpts, an inside look on how the book cover was made, an inside look on how the *Adrift* website was made, an announcement of free *Adrift* desktop wallpapers, a talk with Elon Musk about Robinson and the SpaceX event, and details about the free *Red Mars* e-book giveaway contest.

Kim Stanley Robinson Fansite:

<http://kimstanleyrobinson.info/>

A really extensive collection of information about Robinson and his interviews, reviews, and media appearances—they even have a wiki for him!

Lightspeed Magazine:

<http://www.lightspeedmagazine.com/>

This is Orbit Book’s online SF&F magazine. Like with the Orbit site, we will be taking advantage of the free marketing here by having onsite ads and putting a chapter of the book narrated by Kim Stanley Robinson into the “podcast” section of the website.

Facebook:

- Orbit—Make the *Adrift* front the cover photo. Link to all blog posts on Orbit website and to the *Adrift* website. Have an excerpt in the “Featured Excerpt section.” Upload the book trailer.
- Kim Stanley Robinson—Float the idea of creating a Facebook page to him. If he’s not comfortable with it, it’s ok, I think Orbit’s Facebook can make up for it, and a Twitter or blog would be a better fit for him anyway.

Twitter:

- Orbit—As Orbit US doesn't have its own Twitter account (it's a combination of the UK, US, and Australian imprints), this Twitter focuses more on UK events. To make up for that, I'm going to try to convince Robinson to make his own Twitter account. If he's vehemently against it, though, there's no point, as he likely won't put a lot of effort into it.
- Kim Stanley Robinson—Robinson doesn't seem like the type of guy to tweet endlessly about his personal life; he'd rather be off climbing a mountain somewhere. However, his ideas are conducive to tweeting. He is known for his opinions on science and culture (environmentalism, politics, sociology, ideology, etc.) and often gives talks on these topics. A professionally minded Twitter devoted to linking to these talks, as well as articles, good reviews, and blog posts he's written would be more extensive than Orbit's occasional tweets about the book. This would also fill in the gap that the Orbit Facebook can't logically devote all their time toward. It would also make a Facebook for Robinson redundant and unnecessary (which he will probably like hearing!). Plus, if I phrase Twitter as a place Robinson can connect to his readers about his opinions—and even his favorite mountain trails in California—he might see the value of it that is sometimes lost in the popular conception of Twitter as a place for annoying tweens that post fifty times an hour.

Blog: Though Orbit did a really great job raising Robinson's web presence through their own social media, beefing up the author's online presence wouldn't hurt, especially since the internet is the main publicity focus of *Adrift*. By creating a blog for him, he would have a place to post all the essays he writes anyway, share articles he likely already reads for research about science and spaceflight, and be able to spread the social messages found in his books more effectively.

Related topics to this book:

Space exploration, ecological sustainability, science, politics, philosophy, sociology, Mars

Strongest selling feature(s):

Genre/subject: Innovative combination of science fiction and memoir.

Author: Extremely devoted fan base that has created a website and "wiki" for his work. Robinson has also won nine science fiction book awards and been nominated over seventy times.

Message to reader: Holden drifts through life trying to find a purpose. Though it's not as he imagined, he finds one in the end. Kuasar shows him and the reader that there are many possible futures, and all of them depend on the personal morals and choices of individuals.

Value to Other Writers: It's a heartfelt novel that's still hard science fiction—a storytelling combination that isn't as prevalent as perhaps it should be. The social commentary reflected in dystopian fiction might be big right now, but utopian fiction may be an equally if not more valuable way to present ideas for social change.

Series Information (titles, pub dates, etc.): Mars trilogy—*Red Mars* (1992), *Green Mars* (1995), *Blue Mars* (1997)

Author Bio:

Kim Stanley Robinson is a literary science fiction writer and winner of the Hugo, Nebula, and Locus Awards. His books often tackle his own scientific fascinations, including the deeply researched and bestselling Mars trilogy and the critically acclaimed Antarctica, for which the U.S. National Science Foundation sent him to Antarctica as part of the Antarctic Artists and Writers' Program. He recently edited a collection of Sierra themed poems entitled *In the Sierra: Mountain Writings*, and was named a “Hero of the Environment” in 2008 by Time magazine. He lives in Davis, California where he can often be found mountaineering with his wife and playing frisbee golf with his two young adult sons.

Key selling points:

- Coincides with the twentieth anniversary of the release of *Red Mars*
- Innovative and original storytelling connecting the future history detailed in the author’s bestselling, Hugo Award winning *Red Mars* to the present time
- Kim Stanley Robinson is an award winning author who has a built-in, fiercely dedicated fan base
- Incorporates accurate scientific detail in an entertaining, informative way
- Coincides with the recent influx of interest in space travel, as witnessed by the rise of news coverage on corporations like SpaceX and Planetary Resource

Special marketing opportunities:

- Release event at Vandenberg Air Force Base coinciding with the launch of SpaceX’s Falcon Heavy rocket
- National interviews, including a push for an appearance on the *Colbert Report* and either NPR’s *Fresh Air* or *Science Friday*
- Blog tour on other science and science fiction writers’ blogs—including popular SF websites Wired, Boing Boing, and i09—that will focus on futurism, Mars, and sociology in fiction
- Conventions, speeches, and events focused around Robinson’s already scheduled talks on ecological sustainability and other social concerns
- Online interviews, including a Google+ Hangout interview with the science and technology website Wired.com
- Reviews and blurbs forthcoming from *The New York Times*, *Publisher’s Weekly*, Cory Doctorow, and Iain M. Banks
- Interactive website featuring videos modeled after the ones shown to the protagonist by the spaceship’s advanced AI computer—these would include clips of possible futures for Earth, Mars, and the protagonist without giving away too much plot information
- Social media launch for the author and book, including a Twitter, Facebook, and blog page for the author
- Press releases for the SpaceX event and the interactive website

Special emphasis as Text Book Trade Book Professional Book Library Book Direct Mail Other Text Adoption Courses

STRATEGY/TACTICS:

Awards to Apply For:

- Hugo Award—*Green Mars* and *Blue Mars* have won, 11 other nominations
- Nebula Award—*Red Mars* won, 10 other nominations
- Locus Award—*The Wild Shore*, *Green Mars*, *Blue Mars*, *The Martians*, and *The Years of Rice and Salt* won, 41 other nominations
- John W. Campbell Award—*Pacific Edge* won, *Blue Mars*, *Galileo's Dream* nominated
- James Tiptree, Jr. Award—*Red Mars*, *Blue Mars* nominated
- Arthur C. Clarke Award—*The Memory of Whiteness*, *Red Mars*, *Blue Mars*, *The Years of Rice and Salt*, *Galileo's Dream* nominated

Promotion Materials, Collateral:

- 300 posters (18" x 24"): **\$1000**
 - Design: Image of the book cover with blurbs and the release date on it (120)
 - Design: A map between Earth and Mars with scientific data and information—of course, would also include the book title, author, blurbs, and release date (40)
 - Design: Image of Kuasar with his quote, "What would you like to see today?" on it—and book title, author, blurbs, release date, etc. (40)
 - Posters will be given to select bookstores, and extras will be given away on either Facebook, Twitter, or at author events
- Book trailer: **\$100**
 - Will incorporate the scenes filmed for the interactive *Adrift* website to cut costs. The cost listed is the expense above the website content cost.
- *Red Mars* e-book giveaway to contest winners: **FREE**
 - The contest form to fill out is accessible through the Giveaway section of Orbit's Facebook
- Put an *Adrift* excerpt in the "Orbit Sampler on Amazon Kindle for November – December 2012" (which readers can download for free): **FREE**
- *Adrift* desktop wallpapers: **FREE**
 - Would be done in-house by the design department

Advertising:

Online

- Shelf Awareness Pro: **\$600**—Top insertion banner
- Shelf Awareness for Readers: **\$1000**—Top insertion banner
- PW Daily: **\$1000**—Boom box
- Locus Online: **\$1000**—One month of top banner on home page
- Facebook: **\$1000**—Goes by CPC (cost per click)
- Orbit website: **FREE**—Boom box
- Orbit website: **FREE**—Feature book as one of the two books in the website's masthead, with link to chapter excerpt
- *Lightspeed* magazine: **FREE**—Boom box ad on multiple pages

Print

- Orbit Fall/Winter 2012-2013 Catalog: **FREE**—Two pages spread
- *Locus* Magazine: **\$575**—One half page
- Book Passage newsletter: **\$300**—For November issue, deadline is October 1

Related Launch and Events/Opportunities:

Many of these venues are within an hour of Robinson's home or are online, so travel expenses would be light: **\$1000**

- The 15th Annual International Mars Society Convention, Pasadena Conference Center, Pasadena, California—Robinson will be a part of the Science Fiction panel discussion. **August 3–5, 2012.**
- The Avid Reader, Davis, California—Robinson will read from *Adrift* at this independent bookstore in his hometown. **November 16, 2012.**
- Explorit Science Center, Davis, California—Robinson will discuss *Adrift* at the Davis Astronomy Club meeting at 7 PM. **November 17, 2012.**
- Book Passage, Corte Madera, California—Robinson will read from *Adrift*. **November 18, 2012.**
- Google+ Hangout with Wired.com—Google+ users will get to watch this live interview between Robinson and Adam Rogers of Wired.com. **November 21, 2012.**
- Reddit AMA (“Ask Me Anything”)—The users of this popular “internet culture” site use its message board-based format to ask Robinson any questions they have. He responds directly to them with his own account. **November 22, 2012.**
- Release event at Vandenberg Air Force Base coinciding with the launch of SpaceX's Falcon Heavy rocket (See “SpaceX Press Release” document for more info). **December 15, 2012.** Event cost: **\$425**
- Future in Review (FiRE) conference, Laguna Beach, California—Robinson will discuss the future of space flight. **May, 2013.**
- SpaceFest V, Tucson, Arizona—Robinson will speak and sign books at this convention for “astronauts, space scientists, and space artists.” **June 2013.**

Review Copies (How many and to which media outlets): To promote sustainability, all review copies will be sent electronically. Send to all contacts in media and author resource sections above.