

# BOOK PROMOTION & PUBLICITY

**“TCI-Smith Publicity is the best investment I ever made. They left no stone unturned to find opportunities for promoting my book. I strongly recommend them to new or experienced authors who want the widest possible exposure.”**

Peter J. Fournier  
author

**“If you want to get your message out, TCI-Smith Publicity will do it.”**

Domenick Maglio, Ph.D.  
author

**“Tremendous exposure in a short period of time.”**

Xavier Cronin  
author



**Main Office**

532 Old Marlton Pike Suite 154  
Marlton, NJ 08053-2075  
Phone 856.489.8654  
Fax 856.489.8652  
info@smithpublicity.com

230 Park Avenue, 10th Floor  
NY, NY 10169  
Phone 212.551.3604  
Fax 212.808.3020  
info@smithpublicity.com

The TCI-Smith Publicity book promotion philosophy is simple: Getting good publicity—the kind that boosts book sales and sparks word-of-mouth—isn't rocket science; it's a matter of finding an angle which interests the media. Regardless of your book, if you have interesting, entertaining, informative, controversial, unusual or simply useful information... or a flat-out quality book, you can get effective publicity. We've proven this hundreds of times.

*cost-effective exposure*

We don't need to make sales pitches to prospective clients. Our track record of promoting books from all genres speaks for itself. From novels to self-help and “how to” guides to business books, we find ways to get media attention. Using the media as the conduit through which information about a book or author gets to the general public or niche markets, we put our authors in position to get exposure which moves books.

*over 300 book promotion campaigns*

One of the hallmarks of TCI-Smith Publicity is our cutting-edge, professional and persuasive press releases. In the book promotion business, the media often judges a book by a press release, and ours sparkle. This—combined with skillful strategic planning, savvy media pitching skills, and unbridled creativity—makes our firm one of the best in the business.

From comprehensive, national campaigns to custom-tailored, targeted plans, our sole focus is to get maximum positive exposure. With placements on virtually every top radio and TV show, and coverage in newspapers and magazines around the nation, the TCI-Smith Publicity “machine” is cost-effective, efficient and results-oriented.

- Feature Stories
- Print Interviews
- Excerpts
- Book Signings
- Radio Interviews
- Author Tours
- TV Interviews
- Special Events
- Book Reviews
- By-lined Articles
- Author Profiles
- Expert Source Placement

[www.smithpublicity.com](http://www.smithpublicity.com)

# PUBLIC RELATIONS

**“TCI-Smith Publicity has been an important part of our marketing program...we value our relationship with them and their very capable staff.”**

Barry Nadell  
President  
InfoLink Screening Services

**“TCI-Smith Publicity was instrumental in the successful launch of our magazine... I recommend them highly.”**

Avi Turetsky  
Publisher

**“A creative, hard-working, and first class organization. Combine this with proven results and you have what TCI-Smith Publicity is all about.”**

Roland Manarin  
President & Founder  
Manarin Investment Counsel, Ltd.



**Main Office**

532 Old Marlton Pike Suite 154  
Marlton, NJ 08053-2075  
Phone 856.489.8654  
Fax 856.489.8652  
info@smithpublicity.com

230 Park Avenue, 10th Floor  
NY, NY 10169  
Phone 212.551.3604  
Fax 212.808.3020  
info@smithpublicity.com

To some, corporate and business public relations is about the routine distribution of company news. To TCI-Smith Publicity ... it's much more.

We implement campaigns designed to establish and maintain goodwill between an organization and the public or trade segment. To do this, we spread awareness via sophisticated and well-designed campaigns utilizing newspapers and magazines, and in many cases, radio and TV. We also supplement public relations services, as needed, with coordinated marketing and advertising. The balance achieved via this approach results in both wide-spread exposure and credibility—the one-two punch of effective PR.

## *savvy media relations*

Understanding the nuances which go with careful positioning of a business is essential. Each business requires its own plan and platform from which to establish long-term, effective PR; there is no one “cookie cutter” approach. Some clients require only a “baseline” pattern of PR with consistent print presence, for example. For others, we've implemented extensive campaigns and represented firms at trade shows, special events, and venture capital forums.

## *multi-level campaigns*

TCI-Smith Publicity has public relations experience in a wide range of industries including alternative energy, pharmaceutical, retail, government/non-profit, logistics, transportation and more. From small, upstart one person operations to publicly-held companies, we customize strategies and campaigns and often “cultivate” key personnel into nationally-recognized experts in their field.

Public relations is a structured, steady yet flexible process. To do it effectively requires in-depth media research, development of key contacts, and a persistent, professional outreach to media. Successful public relations isn't simply the dissemination of information, it is the careful crafting of a public image.

This is public relations—the TCI-Smith Publicity way.

[www.smithpublicity.com](http://www.smithpublicity.com)

# CREATIVE COMMUNICATIONS...AND SO MUCH MORE

**“I like working with TCI-Smith Publicity. They know what the media wants and deliver top-quality stories in a professional manner.”**

David Moye  
Wireless Flash News Service

**“A multi-talented, creative and thoroughly enjoyable firm to work with.”**

Judy Smith  
President, JM Austin Co.

**“Not only can they write the best PR sheets I’ve ever seen, and I’ve been with several Hollywood firms, they know the market and the expected outcome.”**

Brad Lewis  
author, screenwriter

With a multi-talented staff and a diverse group of affiliates, TCI-Smith Publicity has the ability to augment a publicity or public relations campaign, plus provide specific creative communications in various areas.

## *one stop resource*

From stellar press kits and trade show booth displays to ghostwriting books and million-piece direct mail campaigns, our ability to provide “one-stop” service makes us a rarity among promotional agencies.

## *promotion with flair*

- Media Kits
- Direct Mail
- Website Development
- Editing
- Marketing
- Book Layout and Design
- Media List Purchasing
- Corporate Reports
- Collateral Material Review
- Media Coaching
- Press Release Sheets
- Graphic Design
- Ghostwriting
- Book Production Management
- Advertising
- List Purchasing
- Trade Show Displays
- Book Critique
- Event Representation
- Fulfillment



### **Main Office**

532 Old Marlton Pike Suite 154  
Marlton, NJ 08053-2075  
Phone 856.489.8654  
Fax 856.489.8652  
info@smithpublicity.com

230 Park Avenue, 10th Floor  
NY, NY 10169  
Phone 212.551.3604  
Fax 212.808.3020  
info@smithpublicity.com

[www.smithpublicity.com](http://www.smithpublicity.com)

## TCI SMITH PUBLICITY: WHO WE ARE

**“TCI-Smith Publicity tells it how it is, and does so nationwide. I believe I got more than I paid for.”**

Michael Johnston  
author

**“TCI-Smith Publicity conducted the campaign for my book with great energy, continuous creativity, and superb follow-through.”**

Maureen Murray  
author

**“Those in need of knowledgeable, loyal and hard-working publicists would do well with TCI-Smith Publicity.”**

Allan Gorman  
CEO Brandspa

**“The best creative and promotional firm I’ve ever worked with. Period.”**

Dr. Arnold Nerenberg  
Mental Health Services, Inc.

**“TCI-Smith Publicity helped to establish a national profile for my first novel.”**

Bruce Makous  
author

TCI-Smith Publicity is not the typical promotional agency. We are indeed a “new breed,” and we wouldn't have it any other way.

Founded in 1997 by nationally-renowned publicist Dan Smith, TCI-Smith Publicity cut its teeth in the rough-and-tumble, hyper competitive book promotion industry. In a business in which upstart agencies come and go, we not only survived, but grew each year, becoming one of the most in-demand agencies in the nation. Adapting to a dynamic and ever-changing promotional industry, we evolved, perfected our craft, and met client needs with innovation and creativity.

*unequaled track record*

The growth of TCI-Smith Publicity led to an expansion of services and an increasingly diverse array of clients. We've promoted virtually every genre of book, and have placed authors on thousands of radio and TV interviews, and secured reviews and articles in newspapers and magazines across the country.

Additionally, we have promoted individuals, inventors and entrepreneurs of all types. In the public relations field, our corporate and small business clientele include organizations ranging from non-profits to publicly-held companies.

*the in-demand agency*

Now, TCI-Smith Publicity is a comprehensive, full-service promotional agency that can literally handle every aspect of a campaign. Our staff members and network of affiliates allow us to offer single services or “one stop” shopping, including graphic design, marketing communications, website development, direct mail, ghostwriting, editing and more. Together, our team of professionals has over 200 years experience.

*a new breed of promotional service*

So why are we a “New Breed of Promotional Service?” We believe in hard work, good humor and goodwill, and we provide a level of personalized client service unmatched in the industry. We don't simply perform work for our clients; we enthusiastically share their goals and visions and do everything we can to turn them into reality.

We've been called “unorthodox,” “fearless” and “unusually effective,” but whatever we're called, with our proven track record and high level of client satisfaction you know you are getting the best in the business.

[www.smithpublicity.com](http://www.smithpublicity.com)

TCI  
SMITH  
PUBLICITY

### Main Office

532 Old Marlton Pike Suite 154  
Marlton, NJ 08053-2075  
Phone 856.489.8654  
Fax 856.489.8652  
info@smithpublicity.com

230 Park Avenue, 10th Floor  
NY, NY 10169  
Phone 212.551.3604  
Fax 212.808.3020  
info@smithpublicity.com