



### **Book Promotions - Introduction:**

RubyLearning.org will have regular book promotions in our forums. We invite authors of books that we believe will be of interest to the Ruby community to visit our forums, answer questions, and share their knowledge. The promotions will always start on a Tuesday and end on a Thursday.

Some time during the day on Thursday, the promotion will end and the forum will be combed for qualifying messages since the promotion began. From these, four winners will be randomly selected by the author and RubyLearning.org. Be sure to check the list of winners which will be posted in the forum on Friday. Winners will be contacted by RubyLearning.org and they must send their snail mail address and day time phone number to RubyLearning.org within 7 days, otherwise a new winner will be selected. The publisher will then send each winner a free copy of the book! Remember, to win you must be registered with RubyLearning.org and your post must be on the topic.

**Don't forget the best part:** During the promotion, the author(s) of the book will be hanging out to answer questions!

### **RubyLearning.org Book & Software Promotions - Information for authors and publishers**

RubyLearning.org schedules promotions for any book or software that we feel will appeal to our users. This obviously includes Ruby books and might include books on Ruby based frameworks and Ruby related gems etc. It includes software like testing tools, IDEs and Ruby utilities. We do not do promotions on topics unrelated to Ruby. We prefer to do promotions on new books or software, which is, published within the last six months. If the book or software is of particular interest, we may make an exception to this guideline.

### **RubyLearning.org provides**

- A promotion on one of the highest traffic, independent sites dealing with teaching everything related to Ruby programming.
- An email announcement at the start to all registered users of RubyLearning.org. This mailing is currently going out to over 9,000 registered RubyLearning.org users.
- A banner and text ad to direct traffic to the forum with the promotion.
- A blog post to call attention to the promo of the week.
- Assistance to the author by RubyLearning's moderators.
- Selection and announcement of the winners and collection of the winner's postal address.

### **What RubyLearning expects of the publisher / the author(s)**

- Coordinate the scheduling of promotions between RubyLearning.org personnel and authors. Note that we request two weeks notice in advance of the promo to set things up.
- To send out four books, one to each address (anywhere in the world) of four winners that we have selected for the promotion.



- A 180x180 banner of the book which will be hosted in the Book Promo section and in the blog post that interviews the author.
- Optionally, a discount on the book can be offered to the participants during the book promo.
- If enough time is available before a promotion, scheduling a book review (or manuscript if the book isn't published yet) with RubyLearning.org personnel is advisable.

### Author Setup Steps

- Set up your user profile in the forums area; fill in as much information as possible.

### Expectations from the Author

- Spend about an hour familiarizing yourself with our software and culture prior to the promotion. Post new topics and respond to our user's questions.
- Spend an hour each day between Tuesday and Thursday, responding to posts and promoting your book.
- For each post, include your profile signature. The more you post, the more you promote your book.
- An interview (via email) related to the book, with RubyLearning.org.
- At the end of the promo, suggest RubyLearning.org the names of 6 participants whom the author thought posted the best questions during the promo.

### The general scenario breaks down to:

- The author expresses an interest in doing a promotion for a given date.
- If RubyLearning.org is interested in promoting the book, the publisher and RubyLearning.org personnel schedule it.
- The author creates his/her profile on the Forum.
- The author(s) spends time familiarizing themselves with the Forums.
- The author is interviewed (by email) by RubyLearning.org about 10 days before the promo.
- RubyLearning.org personnel send out announcements of the promotion.
- From Tuesday to Thursday, the author posts to the forum, promoting the book.
- On Friday, RubyLearning.org personnel select the winners and notify the publisher.
- The publisher mails a copy of the book to each winner.

### Eligibility Requirements for participants:

1. You must be a registered user of RubyLearning.org.
2. Start a new topic or respond to a topic in the Forum where the promotion is running. Your post must be on topic for either the book or the forum to be eligible to win. Posts must contribute to the discussion. For example, posts that simply say "I want to win" are not eligible. Every eligible post gives you an entry into the contest. The more quality you post, the more chances you have to win.
3. Posts must be either relevant to the forum or to the book. As always, illegal activities, cheating, or any other disruptive behaviors will not be tolerated, and will invalidate the post (or user) from the promotion.



#### Legal type stuff:

1. To receive a book, it must be legal under US law to ship books to your country from the United States.
2. All winners must respond within 7 days of the end of the contest. Winners will be announced on the Book Promotions Winners Page and in the forum where the contest is held. So make sure you check back. If a winner does not respond back within 7 days, a new winner will be selected in his/her place.
3. RubyLearning.org reserves the right to cancel any contest for any reason without any notice to anyone.
4. Winning this contest does not commit RubyLearning.org to actually providing a book to the winner. The publishers that participate have said that they will provide a book but RubyLearning.org will not be held responsible for a publisher's failure to deliver.

#### Privacy type stuff:

RubyLearning.org respects your privacy. Really! If you win a prize you will have to give us a mailing address and a day time phone number. We give that to the publisher so they can send you the book you have won. RubyLearning.org then deletes the email you sent us and forgets where you live. We don't give your email address to the publisher. Obviously the publisher will have your regular mail address and I guess they could fill your mail box at home with all sorts of 12 color brochures of their wonderful books. But that is the risk you take for winning. (If you win a software license key or PDF we do give your e-mail to the publisher. We have their word that you will not receive any other e-mails from them including ads.)

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*Note: Authors, publisher personnel and RubyLearning.org personnel (Patrons, Mentors and Asst. Teachers) directly involved in a promotion are ineligible.*