
ADVERTISING COMMITTEE REPORT — U.S.

During the past year 50 letters were sent to major publishers in the United States. The publishers were chosen because of their stated interest in sport-related books. *Writer's Market* was used as a source for this information. In addition to the individually-typed letters, rate and submission information was sent. Although three subsequent queries resulted from this process no advertisements were gained by it.

For the coming year, instead of sending a general letter, I will pinpoint certain relevant books and send individual letters to the publishers. I intend to use *Publisher's Weekly* and *Books in Print* as sources for this new approach. It would be helpful if NASSH members whose books are published by U.S. houses would let me know their editors' names and addresses.

Respectfully submitted.
Marc Onigman