

# **WELCOME TO THE EXPANSION OF GAY *ROMANCE REVIEWS!***

## **Gay Romance Reviews (GRR) Book Tours**

### ***BOOK TOURS FOR YOUR BOYS***

We now offer a wide range of Book Tour options to meet your book tour needs and help spread the word and celebrate your book's release!

Services include:

- Release Blitzes
- Blog Tours
- Cover Reveals
- Audio Blitzes & Tours
- Instagram Spotlights & Tours
- Beyond the Book Graphic services
- A Variety of Customizable Promotional Opportunities & Packages

Request Form:

## **Services:**

### ***COVER REVEAL - \$45***

#### **Let Us Help You Show Off Your Fabulous Cover!**

Duration: 1 day with a specific time & date set for the reveal. (ideally 1-3 weeks before release)

- Signups issued to bloggers/subscribers
- Management of Blogger Participation
- Make HTML with included images (via WordPress)
- 3 custom cover reveal (social media ready) images. 1 coming soon and 2 cover-ready
- Cover Reveal social media blitz (posting to the Gay Romance Reviews; Facebook, Instagram, and Twitter)
- Giveaway management

### ***RELEASE BLITZ (BASIC) - \$60***

#### **Basic Package - 1 Day (Blitz Only)**

What's included:

- Signups issued to bloggers and reviewers (Unlimited number of participants)
- Management of Blogger Participation
- Make HTML with included images (via WordPress)
- Keep track of blog links with Gay Romance Reads
- Management of exclusive content such as exclusive excerpts, Author Interviews, and/or Guest Posts.
- Inclusion on the Gay Romance Reviews Website
- Release day social media blitz (posting to GRR Facebook, Instagram, and Twitter pages)

- Basic Image Packet (1 x tour banner, 1 x out now social media-ready image)
- Giveaway management: Giveaways are encouraged (even if it's just a free ebook) but not required. Giveaways are known to encourage reader and blogger engagement. Giveaways will set up and managed through Rafflecopter and Gay Romance Reviews.
  - The Rafflecopter giveaway for release blitzes will be open for 7 days from the books Release Day
  - The purchase and distribution of the giveaway prizes are the author's responsibility but managed by the GRR Team.
  - Gay Romance Reviews will create and manage the Rafflecopter giveaway
  - We will draw the individual winners, check participation, let the winning party know of their prize and confirm age and consent, then we will provide their information to the author. It is then the author's responsibility to obtain, organize and send, the prize to the winner.
  - Exception: If the prize is an ebook, either, of the new release we are promoting or a backlisted ebook, GRR can manage this particular prize and allocation at the author's discretion. (We will either manage direct to kindle giveaways or run the giveaway prizes through a private Bookfunnel link.)

## ***RELEASE BLITZ (PREMIUM) - \$90***

### **Premium Package - 3 Days Blitz with ARCs**

Duration: The Premium Release Blitz is held over 3 days (scheduled over 3 consecutive days for maximum participation and interaction)

What's included:

Everything From the Release Blitz Basic *PLUS*:

- ARC management with both bloggers & the highly reputable Gay Romance Reviews team (formerly known as LesCourt ARC team (\$45 worth of added value))

- Distributing ARCs to bloggers/reviewers
- Keep track of reviews through the GRR ARC Management team to ensure the best timeline on reviews.
- A share ready, reviewer brag image for reviewers/bloggers. Our participants will be encouraged to share this image ahead of the release and/or when reading your ARC
- Management of exclusive content such as exclusive excerpts, Author Interviews, and/or Guest Posts.
- A collection of 3 custom eye-catching graphics including 1 x tour banner, 1 x out now social media-ready image, and 1 x unique teaser with your choice of a favorite quote or tag line. These will be sent to you prior to the release blitz and are yours to keep (added \$35 value)

What is included in our Release Blitz Premium packets that are sent to participants:

- Book Cover
- Blurb
- Buy Links
- Teaser
- Author Bio, Links & Image and/or Logo
- Share Ready Image (1)
- Custom Graphics (3)
- Rafflecopter Code and Giveaway information
- HTML version of the above information
- ARC beforehand

## ***BLOG TOURS - \$150-175***

**We offer a variety of customizable Blog Tours.**

What's Included:

Duration: 7-14 day tours (longer tours can be run at authors discretion)

- Signups issued to bloggers and reviewers
- Management of Blogger Participation
- Make HTML with included images (via WordPress)

- ARC management with both bloggers & the highly reputable Gay Romance Reviews team (formerly known as LesCourt ARC team (\$45 worth of added value))
- Distributing ARCs to bloggers/reviewers
- Keep track of reviews through GRR ARC Management team
- A share ready, reviewer brag image for reviewers/bloggers. Our participants will be encouraged to share this image ahead of the release and/or when reading your ARC
- Keep track of blog links with Gay Romance Reads
- A Featured Spot at the top of the Gay Romance Reviews Website for 1 week (Limited Spots Available)
- A custom image pack (A collection of 5 custom eye-catching graphics including 1 x tour banner, 1 x out now social media-ready image, and 3 x unique teaser with your choice of a favorite quote or tag line. These will be sent to you prior to the release blitz and are yours to keep and use at your leisure (added \$45 value) - Contact Katie for more information)
- Release day or Blog Tour start date social media blitz (posting to selected Facebook Groups (min 5 promo groups), as well as the GRR Facebook, Instagram, and Twitter Pages)
- Management of exclusive content such as exclusive excerpts, Author Interviews, and/or Guest Posts.
- Giveaway management: Giveaways are encouraged (even if it's just a free ebook) but not required. Giveaways are known to encourage reader and blogger engagement.
- Giveaways will set up and managed through Rafflecopter and Gay Romance Reviews.
  - The Rafflecopter giveaway for release blitzes will be open for 8-15 days from either the books Release Day or Blog Tour start date.
  - The purchase and distribution of the giveaway prizes are the author's responsibility but managed by the GRR Team.
  - Gay Romance Reviews will create and manage the Rafflecopter giveaway
  - We will draw the individual winners, check participation, let the winning party know of their prize and confirm age and consent, then we will provide their information to the author. It is then the author's responsibility to obtain, organize and send, the prize to the winner.
  - Exception: If the prize is an ebook, either of the new release we are promoting or a backlisted title, GRR can manage this

particular prize and allocation at the author's discretion. (We will either manage direct to kindle giveaway.

What is included in our Blog Tour packets that are sent to participants:

- Book Cover
- Blurb
- Buy Links
- Excerpt (and any exclusives or extras)
- Author Bio, Links & Image or Logo
- Share Ready Image (1)
- Custom Graphics (5)
- Rafflecopter Code and Giveaway information
- HTML version of the above information
- ARC beforehand

## ***Super GRR Book Love Bundle - \$200***

**Special Launch Bundle to celebrate your release in style!**

This fantastic bundle is the perfect collection of tour essentials to celebrate your book and get the word out there!

What's Included:

- Cover Reveal
- Release Blitz (Basic)
- 7 day Blog Tour with ARC Management

(Please Note Contents of each Item in the lists above)

## ***AUDIO BLITZES & REVIEW TOURS - \$80-90***

**Need some Audio Love. We've got you covered!**

What's Included:

Audio Blitz will run for 3 days & Audio Review Tours will run for 5 weekdays for maximum visibility. (Longer tours can be run at authors discretion).

- Signups issued to bloggers and reviewers
- Management of Blogger Participation
- Make HTML with included images (via WordPress)
- Management & distribution of Audio review codes to bloggers/reviewers (depending on the number of allocated codes, bloggers will get the first codes and then if there are any left they will be included in the GRR Audio Review Team)
- Keep track of reviews through the GRR ARC/Audio Team, formerly known as LesCourt ARC Management
- Keep track of blog links with Gay Romance Reviews
- Inclusion on the Gay Romance Reviews Website
- Release day or Audio Tour start date, social media blitz (posting to Facebook, Instagram, and Twitter)
- A collection of 3 custom eye-catching graphics including 1 x tour banner, 1 x out now social media-ready image, and 1 x unique teaser with your choice of a favorite quote or tag line. These will be sent to you prior to the release blitz and are yours to keep (added \$35 value)
- A share ready, reviewer brag image for reviewers/bloggers. Our participants will be encouraged to share this image ahead of the release and/or when reading your ARC
- Giveaway management: Giveaways are encouraged (even if it's just a free ebook) but not required. Giveaways are known to encourage reader and blogger engagement.
- Giveaways will set up and managed through Rafflecopter and Gay Romance Reviews.
  - The Rafflecopter giveaway for release blitzes will be open for five days from the books Release Day
  - The purchase and distribution of the giveaway prizes are the author's responsibility but managed by us
  - Gay Romance Reviews will create and manage the Rafflecopter giveaway
  - We will draw the individual winners, let the winning party know of their prize and confirm age and consent then we will provide their information to the author. It is then the author's responsibility to obtain, organize and send, the prize to the winner.

- Exception: If the prize is an ebook of the new release we are promoting, in that case, Katie from GRR will manage this particular prize and allocation.

What is included in our Audio Tour packets that are sent to participants:

- Audio Book Cover
- Blurb
- Buy Links
- Author Bio, Links & Image and/or Logo
- Share Ready Image (1)
- Custom Graphics (3)
- Rafflecopter Code and Giveaway information
- HTML version of the above information
- Audio Review code beforehand

### ***Add Ons to any/relevant packs:***

- Additional custom images and/or teasers (3-5 images per packs) \$35
- ARC management with both bloggers & the highly reputable Gay Romance Reviews team (formerly known as LesCourt ARC team \$45
- Additional Facebook/Social Media Promotions packages at a 10% discounted rate when purchased with a tour service
  - A) \$30 for 7 days, posting in 5-6 groups per day, and
  - B) \$50 for 30 days, posting in 2 groups per day. All promo is kept to MM/LGBTQ-specific groups. (some exceptions with audio promo
- Bundle pricing available when choosing more than one service. Contact us for custom pricing!

## **INSTAGRAM TOURS**

***Utilize Instagram and Get your book out there a different way***

***INSTAGRAM SPOTLIGHT - \$120***



### **3 day Instagram Spotlight Tour**

What's Included:

Duration: 3 consecutive days of your choice

- Signups issued to Instagrammers and Social Media bloggers
- Manual Management of Spotlight/Instagram Participation
- Featured on the Gay Romance Reviews Instagram Page
- Keep track of participants, timeline, and scheduled days
- A collection of 3-5 images custom Instagram spotlight images and teasers (Images will be featured in a slideshow style on Instagrammers page each day)

## ***INSTAGRAM TOUR \$150-175***

### **5 Weekday Bookstagram Tour (with or without ARCs)**

Duration: 5 days (release day and the 4 working days after. Saturdays and Sundays have lower activity so we tend not to include them in this style of tour, but can at the author's discretion.)

What's Included:

- Signups issued to Instagramers and bloggers/reviewers
- Manual Management of Instagrammer Participation
- ARC management with blogger, Instagramers & the highly reputable Gay Romance Reviews ARC Management (formerly known as LesCourt ARC Management)
- Distributing ARCs to participants
- Keep track of reviews through Gay Romance Reviews ARC Management
- Keep track of participants links with Gay Romance Reviews
- A share ready, reviewer brag image for reviewers/bloggers/Instagrammers. Our participants will be encouraged to share this image ahead of the release and/or when reading your ARC

- Tour day social media blitz (posting to the Gay Romance Reviews; Facebook, Instagram, and Twitter Pages)
- Instagram Tour participant manual re-posting for increased activity and tour visibility of both your book and the bookstagrammers participating.
- Instagram Tour participant timetable image
- A collection of 3-5 custom Instagram ready images
- Giveaway management: Giveaways are required for this event to increase & encourage engagement. Giveaways for this style of event will be managed manually, by Katie with the Author's collaboration.
  - We will draw the individual winner(s), check participation, let the winning party know of their prize and confirm age and consent, then we will provide their information to the author. It is then the author's responsibility to obtain, organize and send, the prize to the winner.
  - Exception: If the prize is an ebook, of the new release we are promoting or a backlisted title, GRR can manage this particular prize and allocation at the author's discretion. (We will either manage direct to Kindle giveaways or run the giveaway prizes through a private Bookfunnel link.)

## **Required from the author (will be in a form or word doc):**

- Cover
- Cover designer/photographer if applicable
- Book Blurb
- Book tag line
- Book Links
- Author Photo or Logo
- Author Bio
- Author's Social Media Links
- Excerpts and exclusives
- Book teaser/tag line/quotes for graphics
- Giveaway details

# ***BEYOND THE BOOK CUSTOM GRAPHICS:***

## **Social Media Ready, Custom Images to make your Book Cover Shine!**

### ***Basic Pack: \$25***

Includes: (2 files)

- 1 x Facebook and 1 x Instagram sized image with “out now” or similar text

### ***Social Media Promo Kit: \$35***

Includes: (3 files)

- 3 custom graphics (1x Instagram and 2 Facebook) with “out now” or similar text and a tag line/quote/teaser

### ***Social Media Premium Kit: \$45***

Includes: (7 files)

- 5 custom images (1 x Instagram Sized and 4 x Facebook Sized)
- Teasers and Tag Lines of your choice added to the images
- As well as 1 “out now” (or similar text) style image in Facebook & Instagram size (same image, 2 sizes)

### ***Facebook Takeover Packet: \$45***

Includes: (8 files)

- Social Media Promo Kit
- Facebook book banner with your new release (sized for Page & Group)
- 1 x Teaser/tagline image (Facebook Sized)
- Facebook sized “about the author” image with your Logo/pic and a few basic facts
- Ask me anything graphic.
- “Where to find me” Graphic - A facebook ready author image with your contact info and social media links