**ADVANCE REVIEW COPY   
(ARC)**

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**What is an advance review copy?**

An ARC is produced typically 6 months in advance of publication/book release. The ARC can be produced in one of three forms.

* Galleys, generally in pdf form, that are marked ARC and accessible only through specific platforms such as NetGalley and other industry-based networks for access to galleys for the purpose of pre-publication book review (some reviewers have their own platforms for posting galleys).
* Book, with the words, *advance review copy not for sale*, incorporated into the cover design; in this case, a new cover without these words is generated when the book is released.
* Book as it will ultimately look, in which case labels are affixed with proposed date of release and the words, *advance review copy not for sale*.

MSI Press LLC uses the third form. We ship the books to the author direct from the printer, and we mail the labels, asking the author to affix them. The best way to do this is one at a time. If all labeled books are not distributed prior to book release, the labeled books will become a burden, not an asset. So, it is better to label as needed.

**What are the advantages of having an ARC?**

There are really only two cases in which an ARC has advantages. These are for books with a shot at pre-publication review and those of brand-new authors without a platform.

*Authors with Possibilities for Pre-Publication Reviews*

ARCs are required for the leading pre-publication reviewers, such as *Library Journal, Foreword Reviews, and Publishers Weekly*. A review here can launch a book to higher levels than might otherwise happen. However, there are some problems with counting on this.

First, there is no guarantee of a review, Thousands of book go to each reviewer each day, and sometimes even when a reviewer has asked for a book, it takes effort to sort out one book from the thousands coming in.

Second, all the reviewers require 4-6 months advance receipt of the ARC. In some cases, this is not practical for a book that is expected for a certain group or a certain event or a certain time of year.

Third, more and more, reviews are being done thematically (women’s studies, sports, cookbooks, etc.). So, within the 6-month ARC period, a related theme may not even come up. This makes the 6-month “waiting period” essentially a waste of time.

*New Authors with Limited Platforms*

Strong platforms are essential for strong sales. Sometimes, new authors get ahead of themselves, finishing their book before finishing the support system for it. In such cases, an ARC period can be useful in order to launch the book from a stronger platform.

**How should an ARC be used?**

ARCs should always be labeled. They can be used in an endless number of ways:

* to ask a library or other appropriate location to purchase and shelve a copy;
* to promote a book through in-person marketing activities;
* to ask an organization to purchase multiple copies of the book for business reasons (e.g., a book on transformative learning for a faculty development seminar, a book on suicide for a suicide hotline responders in training, even a travel book to be given out as a gift to attendees at a national business meeting in the location of the book – there is no end of possibilities here);
* to show at fairs and other places where pre-sale orders can be taken;
* to place in hotels where you are staying (good advertisement for both you and the hotel);
* to place in any location that might be willing to take pre-orders;
* as gifts to friends, colleagues, family, businesses;
* as promotional gifts; and
* [*very important*] to reviewers in exchange for an honest review.

Always take a couple of ARCs with you wherever you go. You never know when you might be able to use one to advantage.

*For more information about whether or not to request an ARC or plan for one,   
see the blog post(s) on this topic at the MSI Press Blog; search for ARC, or click* [*HERE*](https://msipressblog.blogspot.com/search?q=ARC)*.*