

Washington Book Publishers

Publishing Alliances to Leverage Content and Market

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Co-Publishing, Co-Branding, and Co-Marketing Arrangements – the perspective of one publisher

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- I. **Co-publishing** – “ A special type of rights arrangement between organizations (one need not be a publisher) in which the partners agree to share the costs of acquiring, developing, and marketing new publications” (johnbmchugh.com – accessed February 11, 2009)
- Typically between to associations or professional societies or between an association/professional society and commercial publisher.
 - Terms can vary widely.

Questions to ask:

1. What do you expect to gain from a co-publishing agreement or arrangement?
2. What rights are you giving up or sharing?
3. Are you foregoing any future opportunities by entering into a co-publishing arrangement now?
4. Could a co-publishing arrangement raise conflicts in other areas of your organization?

- II. **Co-branding** – an arrangement of products or services with more than one brand name. (Wikipedia – February 11, 2009).

- Using an association or society logo or name on a commercial publisher’s book.

Questions to ask:

1. Is the society or association open to co-branding ideas and opportunities? Make sure to check?

2. What is fair compensation for use of a brand name?
3. What limits are to be placed on the use of the brand name?
4. What liability issues should co-branding organizations consider?

III. **Co-Marketing** – most typically a reseller or cataloguer agreement.

Questions to ask:

1. Why is it worthwhile to co-market or resell another publishers book?
2. What sort of discounts should be expected?

IV. O.W. A. (Other Weird Arrangements)

- Audience participation