



Publisher & Agent Guidelines

T.O.R. Mission:

To create discovery for children's books by connecting trick-or-treaters to this website filled with scary, mysterious and fantastical stories by children's book creators.

Do the featured books need to be scary or fantastical? No! Read on...

The T.O.R. Ghouls:

Trick-or-Reaters was originally brewed up by Curious City and the Erin Murphy Literary Agency. The Head Ghoul is now Amy Denecker, Librarian & Literacy Advocate. Contact her at info@trickorreaters.com.

How It Works:

1. Illustrators and authors provide T.O.R. with content – a Story To Snatch, a Wicked Read, a Free & Freaky, and a profile of themselves as a Creepy Creator. Look for more details in the Content section below.
2. T.O.R. creates a feature on each author or illustrator that contains all of the submitted content. [See sample features.](#)
3. T.O.R. provides schools, libraries, bookstores, organizations, families and individuals with [flyers they can print](#) announcing TrickOrReaters.com.
4. Schools, libraries, bookstores, organizations, families and individuals put flyers in trick-or-treaters' bags on Halloween.

5. Trick-or-treaters visit the site and access author and illustrator features by clicking on an Age-o-meter, Scare-o-Meter, or subject in "Choose Your Treat" See right column!
 6. Trick-or-treaters discover new favorite illustrators and authors.
 7. The content stays up for year-round discovery and remains up each year as the program builds!
 8. Frightfully fantastic?!
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Participation Requirements:

1. Your clients must have a published PAL book(s).
 2. Featured books and content should be appropriate for ages between 3-12.
- T.O.R. reserves the right to curate the collection of stories, authors and illustrators featured.*
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Content & Other Support Your Clients Provide:

1. **Story To Snatch:** Your client will need to provide an original or published excerpt of a scary, mysterious or fantastical story in words or images. This story's age level should be equivalent to the age level of their featured book.

They can provide **either**:

1. **Story to Snatch:** You will need to provide an original or published excerpt of a scary, mysterious or fantastical story in words or images. This story's age level should be equivalent to the age level of your WICKED READ.

a) 600 words or less excerpt from a haunting or fantastical published work. *See Sample.*

b) Book trailer or video with haunting or fantastical theme + 100 words of text. *See Sample.*

c) SoundCloud audiobook clip player. *See Sample.*

d) Up to 30 pieces of sequential art to be displayed as a slideshow + 100 words of text.

See Sample.

e) 600 words or less of original scary, mysterious or fantastical prose or poetry. (This is a great choice if your featured book is neither scary nor fantastical.) *See Sample.*

NOTE: Your client is required to secure permission from their publisher for the content they submit.

2. **Wicked Read:** One book to highlight.

3. **Creepy Creator:**

—200 or less word bio. We prefer fun and Halloween-themed custom bios!

—Link to website.

—Photo.

4. **Free & Freaky:** A link to or PDF of a free activity for readers. (Optional.)

5. **Fee:** \$50 invoiced by Curious City via PayPal once feature is posted.

6. **Giveaway Book:** Copy of the book mailed to: Curious City | 8 Merrill Street, Unit A | Portland, ME 04101 Attn: TOR. This book will become part of a giveaway for a school or public library.

The T.O.R. Ghouls Will Provide:

1. A freaky feature on author or illustrator.

2. Classification of their feature by target age, level of scary, and theme to help trick-o-treaters discover the feature.

3. A **collection of promotional flyers** available for individuals and organizations to download and share with trick-or-treaters.

4. Rolling announcements to national school, library, literacy, and consumer groups.

5. Ongoing social media outreach.

6. Opportunities to promote author and illustrator feature and TOR in general.

7. Access to your content for future years of the program! (You only pay once!)

Additional Opportunity for Illustrators:

T.O.R. highlights illustrators in another manner. Schools, libraries, bookstores, organizations, families and individuals download, print and give trick-or-treaters T.O.R. flyers. Your client's character(s) can be featured on those flyers.

See the current flyer collection (many created by MECA Illustration majors.)

If your client is willing to create a flyer, T.O.R. will waive the fee! See the specs on the Illustrator guidelines.

