

OUR CONCEPT

Historical Publishing Network produces hardcover city and regional pictorial history books. These books are produced under a unique partnership between the Network and a historical preservation organization.

The books are produced at absolutely **NO COST** to the sponsoring organization. They are funded through the sale of business history profile pages to businesses in the city...and through the sale of books.

All of the effort required to produce the book, including the sale of the business profile pages and the sale of books, is handled by personnel associated with the Historical Publishing Network.

The sponsoring organization has input into the process in areas such as the selection of an author and photo editor. However, there is no staff time requirement from the organization to successfully complete a book project.

THE BENEFITS

The organization can help solidify its position as the preserver of the history of the region by publishing a high quality history book. Our program also greatly increases corporate awareness of the organization.

In addition, the organization receives income from the project through the sale of books and through a royalty. The amount of this income varies from project to project.

OUR PRODUCT

All hardcover books produced by the Historical Publishing Network are case bound and printed on high quality book stock. Each book is designed with an attractive dust jacket. A unique title is given to each book, with a subtitle noting the sponsorship of the historical preservation organization.

The text of the book consists of two sections. The first and largest section is a narrative history of the city or region, complete with numerous historical photographs, paintings and other appropriate graphics.

The second part is the business history section. The business profiles in this section not only help fund the project, but lend a unique and valid historical perspective to the book.

WHY DOES THIS CONCEPT WORK?

Businesses in a given community truly want to be a part of a successful community educational project, especially if they have the opportunity to be recognized as a contributor to that project. In the case of a city or regional history book, the corporate sponsor benefits by being associated with the project, but also by receiving copies of the book to use as prestige gifts for clients, directors and others. The representatives of Historical Publishing Network are experts at marketing history profile pages to businesses.

Our experience has shown that almost any size city can support a venture like those undertaken by the Historical Publishing Network.

HOW CAN WE GET STARTED?

The Historical Publishing Network and the historical preservation organization enter into a formal contract naming the Network as publisher of its book. The agreement also details the number of books to be received by the organization at no cost. Also it describes the process by which an author and photo editor will be selected and how the Network will go about its solicitation of business profile pages.

THE HISTORICAL PUBLISHING NETWORK

The Historical Publishing Network is a distinctive subsidiary of a nationally-known publishing company.

Lammert Publications, Inc. of San Antonio, Texas has been in business for 23 years producing directories, magazines and maps for chambers of commerce and trade associations. In addition, the company has owned several newspapers and magazines. Ron Lammert is president of the company. He holds an advanced degree from the University of Texas at Austin and has been on the board of directors of a regional museum and heritage organization in Texas.

Lammert Publications, Inc. has created The Historical Publishing Network with the mission of helping to preserve in print some of the nation's invaluable local historical narratives. The venture is also committed to building a mechanism to help raise needed funding for organizations committed to historical preservation.

**PLEASE FURNISH COMPLETE INFORMATION ON THE HISTORICAL PUBLISHING NETWORK
PLAN FOR HISTORICAL PRESERVATION ORGANIZATIONS.**

Name and Title _____

Organization _____

Address _____

City, State, Zip _____

Telephone _____