

Early admission deadline: postmarked by April 3, 2007
Regular deadline: postmarked by May 1, 2007

I. Participant Information

Name (*check one*) Ms. Mr. Dr.

First Name

Last Name

Home Address

City

State

Zip/Postal Code

Country

Home Phone

Home Fax

Home E-mail

Age

Citizenship

II. Professional History

Current Title/Position

Company/Organization

Company Address

City

State

Zip/Postal Code

Country

Company Phone

Company Fax

Company E-mail

Website

To which address would you like your mail sent? (*please indicate*) Home Office

Organization's Main Activities

Number of Employees

Circulation

Number of Titles

Number of years you've worked in publishing

Prior Company/Organization

Dates

Titles

III. Education

College/University

Degree Received

Dates

Area of Study

Other Relevant Education:

IV. Please indicate the track you are applying for:

- Books (please include a current catalog with your application)
 Magazines (please include a sample issue with your application)

V. Are you also applying for the Pre-Course for Internationals (July 11-13)?

- Yes No

(Please be sure to fill out reverse side.)

- VI.** Because there are late evening and early morning sessions, we have reserved a student residence for our participants. Each suite includes a small living room/kitchen/bath. Housing is sold as a package only.
- Please reserve a suite (single-occupancy) for the Main Course only (arrival July 13, depart July 22) at a total of \$747.
 - Please reserve a suite (single-occupancy) for the Pre-Course and the main course July 10, depart July 22) at a total of \$996.
 - No housing needed.

- VII.** Kindly attach a short biography (about 6-8 sentences) introducing yourself on both a professional and personal level. Be sure to include the following information: your name, current title, company, company location, current duties, prior positions at other publishing firms, and any outside interests or hobbies you'd like others to know about. Should you be accepted to the Course, this bio (or a shortened version) will be included in the binder given to all participants.

Sample:

Pat Jones is editor-in-chief of *SportsLife* magazine in New York City. *SportsLife* is targeted at avid sports fans around the world (circulation 300,000), and Pat has the enviable job of deciding which sports to highlight in each issue. Prior to joining the SportsLife team, he was associate editor at *Women's Runner* and assistant editor at *Golf* magazine. He is a marathon runner who lives in Manhattan with two large Irish wolfhounds.

- VIII.** Along with your bio, please send us a list of the three most pressing publishing challenges facing your organization or department today. Your list will guide us as we refine this year's curriculum. If accepted into the Course, you'll also use these questions to help focus your Case Study.

- IX.** Please indicate any dietary restrictions: none vegetarian allergic to _____

- X.** A \$200 non-refundable application fee is required. Please tell us your preferred method of payment.

If you choose payment by credit card, we will charge your card and send you a receipt.

- Check (payable to Stanford University)
- Charge my: Visa | MasterCard | American Express

Card Number _____ Expiration Date _____

Authorized Cardholder Signature _____

- Wire transfer (Please email us at publishing.courses@stanford.edu for information on how to wire transfer funds to Stanford University.)

- XI.** Please indicate how you *first* learned about this year's SPPC:

- SPPC past participant
- SPPC faculty
- Advertisement in _____
- Web search
- Brochure
- Other (please specify) _____

Signature _____ Date _____

Your application must include the following supplemental materials:

- Short biography
- List of 3 challenges you're currently facing
- Sample book catalog or magazine issue
- \$200 application fee

Please send this completed application to:

Stanford Professional Publishing Course
 Stanford University
 1450 Page Mill Road, Suite 204A
 Palo Alto, CA 94304
 phone 650-725-4301
 fax 650-736-1904
 email: publishing.courses@stanford.edu
 http://publishingcourses.stanford.edu

Cancellation Policy:

To cancel, please notify us in writing by June 7, 2007. You will receive full tuition refund less \$200 application fee. Once the cancellation deadline has passed, you will not receive a refund, but you may send a qualified substitute in your place (application required) or defer your participation until the following year. Any tuition increase will be assessed.



Stanford Publishing Courses
 Stanford University
 1450 Page Mill Road
 Palo Alto, CA 94304

Nonprofit Org.
 U.S. Postage
PAID
 Santa Clara, CA
 Permit No. 90

THE 30TH ANNUAL
STANFORD
PROFESSIONAL
PUBLISHING
COURSE

Dated Material
 Please Expedite