

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

Gender Male Female

Citizenship

II. Professional History

Current Title/Position

Company/Organization

Company Address

City

State

Zip/Postal Code

Country

Company Phone

Company Fax

Company Website

Company E-mail

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

Would you like to be notified via email about other Stanford course offerings for publishers?

Please note that several of our courses are announced only via email. (We never share your email address with anyone.)

Yes, please send e-mail notices

Organization's Main Activities

Number of Employees

Circulation

Number of Titles

Number of years you've worked in publishing

III. Track Choices

Please indicate your choices below:

I am applying for the Main Course (July 12-19, 2008) in the following track.

Book Track

Magazine Track

I am applying for the International Pre-Course (July 10-12, 2008)

Yes

No

IV. Tuition & Discounts

- Tuition for the Main Course is \$4,350
- Tuition for the Pre-Course is an additional \$1,425
- A discount of 10% will automatically be applied to your total tuition if your application is postmarked on or before April 15, 2008
- A discount of 10% will be applied to your total tuition if two or more people from your organization apply together
- A discount of 10% will be applied to your total tuition if you are an alumnus of any of the following Stanford Publishing Courses: Publishing on the Web, Strategic Planning Course for Publishing Executives, Stanford Video on the Web Workshop, or Stanford Publishers Travel-Study Tour of China.
- Discounts may be combined to a maximum of 30%.

(Continued on the next page.)

PLEASE INDICATE YOUR DISCOUNT ELIGIBILITY BELOW:

I am applying for a group discount.

- Yes No

If yes, enter names(s) of other group members _____, _____, _____

I am applying for an alumni discount.

- Yes No

If yes, enter names(s) and dates of courses which you've attended _____

V. Housing/Meals

Please indicate your choices below:

- Housing for main course only (arrive July 12, depart July 20) at \$664
 Housing for international pre-course and main course (arrive July 9, depart July 20) at \$913.
 No housing needed.

Please indicate any dietary restrictions:

- None Vegetarian Allergic to (please specify): _____

VI. Summary Biography

Please submit a short (6-8 sentences) biography introducing yourself on both a professional and personal level. Use the sample below as a guideline. 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 of it) will be included in the binder given to all participants. *For that reason, we ask that you do not simply paste in your current resume*

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.

VII. Form Submission

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)

Send your check with supplemental materials to:

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

All foreign checks must be drawn on a U.S. Bank in U.S. dollars.

- Charge my: Visa MasterCard American Express

Card Number _____ Expiration Date _____

Authorized Cardholder Signature _____

- Wire transfer (Please email Program Coordinator Melissa Vallejo at mvallejo@stanford.edu for instructions.)

VII. 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 _____

If you have questions or concerns about your application, feel free to contact Program Coordinator Melissa Vallejo at mvallejo@stanford.edu or 650-725-4301

Your application must include the following supplemental materials:

- Short biography
- Your list of three or more questions or problems you hope the Course will help you answer or solve.
- Your sample book catalog or magazine.
- Your \$200 application fee. (Not applicable to those applying for financial aid.)

Please send your supplemental package 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:

Full refunds (less a \$200 application fee) will be given for confirmed registrations cancelled in writing by June 15, 2008. After that date, you will not receive a refund, but you may defer your participation until the following year (any tuition increase will apply) or send a qualified substitute in your place (application form required).