

THE BOOKER PRIZE FOR FICTION

~~Details and~~ ^R Rules of the competition for the Prize to be awarded
in 1971

1. The Prize

- (a) The Prize is £5,000 and it will be awarded in November 1971, to the author of "the best full-length novel in the opinion of the judges" that is eligible for the Prize.
- (b) The panel of judges will be chosen jointly by the Publishers Association and Booker McConnell Limited.

2. Eligible Books

- (a) All full-length novels written in English by citizens of the British Commonwealth, Eire and South Africa, and first published in the United Kingdom between 1st September and 15th November 1971 by a United Kingdom publisher are eligible for entry for the Prize (but please see (b) below).
- (b) Any member of the panel of judges will be free to call in for consideration any novel published between 1st January 1971 and 31st August 1971, so that in effect the whole publishing year will be covered. In the event that such a novel is called in and wins the prize the main object of the new arrangement would be frustrated, but Bookers and the Publisher's Association accept this risk.
- (c) An English translation of a book written originally in some other language is not eligible.
- (d) Previous publication of a book outside the United Kingdom does not disqualify it.
- (e) The decision of the judges as to whether a book is eligible shall be binding.

3. Entry of Books

(a) Each United Kingdom publisher who publishes works of fiction may enter not more than two full-length novels with scheduled publication dates between 1 September 1971 and 15 November 1971. These may be submitted in the form of proofs or advances sewn quires or finished copies should the last happen to be available sufficiently early (?) Entries must be submitted between 1 January 1971 and 1 July 1971; but if publishers know that copies of an eligible book will be available between 1 July and 1 August 1971 which they wish to submit they must inform the judges by 1 July 1971. Six copies of each entry must be submitted to the "Judges of the 1971 Booker Prize for Fiction" care of The Publishers Association, 19 Bedford Square, London, W. C. 1.

*by July 1st
before Aug 2nd
or to be published
when the book is
submitted*

(b) In addition, each publisher may submit a List of further eligible titles ^{to P.A.} published by them ^{or to be published} between 1 January 1971 and 15 November 1971 (i. e. already published or still in proof), which will be passed on to the judges who will decide whether any of the books listed should be called in for consideration. Six copies of each such list must be submitted to the address above and six copies of any book called in by the judges must be sent later if requested.

(c) The judges may also, not later than 1st September, 1971, call for any eligible book published between 1st January 1971 and 31st August 1971, even if such a book does not appear on publisher's lists referred to in (b) above. In that event the publisher will be asked to submit six printed copies of the book to the above address.

Any book entered by publishers or called in by the judges will not be returned to the publishers.

4. Conditions of Award

An eligible book which is entered for the Prize shall not qualify for the award unless its publisher agrees:

- (i) to spend not less than £500 on direct, paid for, media advertising of the winning book, including a winning poster, within the three months following the announcement of the award, and
- (ii) to contribute up to £40 toward co-operative advertising if the book reaches the short-list, and
- (iii) To have not less than 3,000 copies of the winning book in stock and available to booksellers on the day of the announcement of the award. (A minimum of five weeks' Notice will be given to the publisher of the winning author's book), and
- (iv) not to divulge the name of the winning author or book before the award is announced by the judges.

1st October, 1970.