

THE BOOKER PRIZE FOR FICTION

Rules of the competition for the Prize to be  
awarded in 1971

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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 1 January 1971 and 15 November 1971 by a United Kingdom publisher who publishes works of fiction are eligible for entry for the Prize.
- (b) An English translation of a book written originally in some other language is not eligible.
- (c) Previous publication of a book outside the United Kingdom does not disqualify it.
- (d) The decision of the judges as to whether ~~it~~ 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 proof form. 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 WC 1.

- (b) In addition, each publisher may submit a List of further eligible titles published by ~~them~~ 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 1 October 1971, call for any eligible books published between 1 January 1971 and 15 November 1971, to be submitted to them. Six printed copies of each such book must be submitted 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 cooperative 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.