

## **Do I need publisher permission to make my book's cover art available as an e-card on my web site?**

Q: I'm setting up a web site to help promote my book. I want to display the cover art on the home page and be able to offer viewers the opportunity to send e-cards of the book cover to friends. Do I need my publisher's permission?

Since a book's cover art is widely used to represent it in publisher catalogs, promotional ads, and marketing materials (such as bookmarks, sell-sheets and posters), it should be fine to use it for other promotional purposes, such as the e-card you describe. However, I would notify your publisher about your plans. I expect that they wouldn't have a problem with the book's cover image being disseminated, but they might want to make sure the image was not going to be copied or altered for use in other forms. 5:6/01