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## Kregel Blog Tour Rules and Regulations

### Process

\*Eligible bloggers are invited to register to receive notification of new tours at [www.kregel.com/blogtours](http://www.kregel.com/blogtours).

Registration will remain open for a minimum of one week or until the tour is full (determined by the number of books available per tour). Once registration is closed, qualified bloggers will be notified that their registration was accepted, advised on a book delivery date, and provided with materials to help them develop their original blog post. Materials may include but are not limited to a book's cover image and vital data, author bios and photos, brief description, endorsements, links to video trailers or supplemental content, and/or access to the author for email or phone interviews. Books and materials will be delivered approximately 3–4 weeks before the blog tour start date to give bloggers ample time to review and compose their original post.

During the one-week blog tour period, bloggers are required to post their original content and provide Kregel with a link to that content within 12 hours of posting. The post must be live before the end of the assigned blog tour week.

Kregel will make every effort to direct the most possible traffic back to participating blogs by offering links to reviews on [www.kregel.com](http://www.kregel.com), Kregel's Facebook page, or Kregel's Twitter feed.

### \*Eligibility

Bloggers interested in participating in the Kregel Blog Tour Service must meet the following requirements:

- Host a blog that has 30 followers or a minimum of 300 hits/month AND complies with the stated mission and vision of Kregel Publications
- Offer original content in the form of a book review or interview
- Post that original content during the specified tour period
- Provide the tour coordinator with a link to that content within 12 hours of posting
- Live in the United States, Canada, or the United Kingdom

Failure to post a review may result in temporary suspension and failure to post three reviews in a row will result in immediate removal from the blog tour service. Kregel Publications reserves the right to deny registration at our discretion.

