

# **Kregel Academic & Ministry Blog Review Service Purpose, Process, and Criteria, and Guidelines**

## **Purpose**

The Kregel Academic & Ministry Blog Review Service exists to introduce the online evangelical scholarly and ministry communities to Kregel Academic and Ministry books through original reviews that are written, in exchange for free books, by bloggers.

## **Process**

1. Bloggers are invited to apply for the service at [www.Kregel.com/AcademicBlogReview](http://www.Kregel.com/AcademicBlogReview).
2. Registration will remain open for a minimum of one week.
3. Once registration is closed, qualified bloggers will be notified that their registration was accepted and will be advised where they can obtain the book cover image and other material that may be helpful in writing a review. Reviewers outside of the United States will receive an electronic copy of the book.
4. Bloggers are required to post a review of at least 250 words on their own blog and on one consumer website.
5. Kregel recommends that bloggers post a review within 30 days of receiving the book, but will have up to 90 days, if necessary, to complete the review.

## **Application Criteria**

Bloggers interested in participating in the Kregel Academic & Ministry Blog Review Service must meet the following requirements in order to be accepted into the program.

- Host or contribute to a public blog that has been active for at least the three months prior to the application to the program.
- You must regularly post to this blog.
- Your blog must have an audience that is interested in the types of books published by Kregel Academic and Ministry. These are college and seminary level books in the subject areas of biblical studies, theology, ministry, and biblical languages.

## **Guidelines**

These are the guidelines for reviews:

- Offer original content in the form of a book review.
- Post that review during the specified period.
- Provide the tour coordinator with links to that content during the specified period.
- Post reviews that are at least 250 words long with at least a paragraph of your thoughts on the book.
- Comply with the stated core values of Kregel Publications.

- Mention that you received a complimentary copy of the book in exchange for an unbiased review, per FTC guidelines.
- Your review on the consumer site must be in English, though the review on your blog may be in the primary language of the blog even if that language is not English.
- You may not reproduce or distribute the book's content if you received an electronic copy.
- Your review may not be crude, directly insulting to the author, or full of profanity.
- You must post a quality review. A quality review is thoughtful, fair, pertains to the entire book, and is not full of typos.

Failure to comply with these guidelines may result in immediate dismissal from the program. Kregel Publications reserves the right to deny registration at our discretion.