



Rate Card

Effective December 2011

Bookreporter.com
ReadingGroupGuides.com

For more information, contact:
Carol Fitzgerald
Carol@Bookreporter.com
(212) 246-3100



Please contact us for combination packages across all sites.

bookreporter.com

Content is updated weekly.
Monthly Unique Visitors (average): 300,000
Newsletter Circulation (weekly): 22,000
"On Sale This Week Newsletter (weekly): 3,000
Facebook: Bookreporter
Twitter: Twitter.com/bookreporter



BOOKREPORTER.COM is the flagship website of TheBookReportNetwork.com offering readers book reviews in a variety of genres and author interviews. The site has polls and columns such as New in Paperback, Books on Screen and Coming Soon as well as features designed to spotlight and promote debut, midlist and bestselling authors.

Promotions

Author Spotlight (25 books/\$2,900; 50 books/\$3,200; 100 books/\$3,600)

A comprehensive four-week promotion on the homepage and in the weekly newsletter that includes a review, interview, excerpts, critical praise, author backlist and a special contest.

Categories include: *One to Watch, Suspense/Thriller, Debut Suspense/Thriller, Mystery Mayhem, Historical Fiction, Women's Fiction, Romantic Suspense, Historical Romance, Southern Fiction, Literary Fiction.*

Paperback Spotlight (4 weeks; \$2,600)

A comprehensive four-week promotion featured on the homepage and in the weekly newsletter designed to launch a paperback original or reprint.

Paperback Announcement (2 weeks; \$1,500)

This features includes two weeks of homepage promotion and one weekly newsletter insertion for a paperback original or reprint.

Sneak Peek: An Early Look at an Upcoming Book (25 books/\$3,000; 50 book/\$3,250; 100 books/\$3,500)

A unique opportunity to create a focus group to garner reader feedback six to nine months in advance of publication, with early galleys and targeted research questions.

Seasonal Promotions

Valentine's Day (\$750 per title)

Showcase love-inspired titles in our multi-week promotion that includes homepage promotion, multiple newsletter mentions and a special contest. *January-February*

Spring Preview (\$850 per title) NEW!

Our Spring Preview Feature and Contests offer a perfect opportunity to tease your spring titles to readers. From February 21st to March 20th, Bookreporter.com will feature a different spring book Monday through Thursday. Each title will receive prominent homepage placement, a dedicated newsletter, a weekly newsletter mention, and a spot on our Spring Preview feature page. *February-March*

Mother's Day (\$750 per title)

Spotlight your "Mom-centric" titles in our month-long promotion that includes homepage placement, multiple newsletter mentions and a contest. *April-May*.

Father's Day (\$750 per title)

Spotlight your "Dad-centric" titles in our multi-week promotion that includes homepage placement, multiple newsletter mentions and a contest. *May-June*.

Summer Reading (\$850 per title)

We'll feature a different title on our specially-designed Beach Bag page, as well as in a dedicated daily newsletter every day from Monday through Thursday. *May-July*

Fall Preview: (\$850 per title)

Our Fall Preview Feature and Contests offer a perfect opportunity to tease your fall titles to readers. From August 1st to August 31st, Bookreporter.com will feature a different fall book Monday through Thursday. Each title will receive prominent homepage placement, a dedicated newsletter, a weekly newsletter mention, and a spot on our Fall Preview feature page. *August*

Holiday Cheer (\$850 per title; Combine with What to Give/What to Get for \$950)

: We'll feature a different title on our specially-designed Holiday Cheer page as well as in a dedicated daily newsletter every day Monday through Thursday. *November-December*

What to Give/What to Get Gift Guide (\$200 per title; Combine with Holiday Cheer for \$950)

List your titles in one of our 14 categories designed to help shoppers find the perfect gift. *November-December*

Website Advertising Sizes

Banner Ad (728x90)

4 weeks: \$1,500

2 weeks: \$850

Medium Rectangle (300x250)

4 weeks: \$1,500

2 weeks: \$850

Skyscraper (160 x600)

4 weeks: \$1,250

2 weeks: \$650

Priority Positioning Quoted Upon Request

Ad Specs:

Max file size: 50K **Formats:** Flash, JPG and animated GIF

Deadline: 48 hours before desired start date *Ads can run for 30 days or 15 days depending on price commitment*

Please include a referral link .

Weekly Newsletter Advertising Sizes

Newsletter Banner (468x60): \$1,200

Max file size: 50K; Static ads only. No Flash or animated GIF.

Newsletter Graphic Ad: \$750

Reserve a spot in Bookreporter.com's weekly newsletter with a graphic, 100 words of copy and a link.

"On Sale This Week" Newsletter Advertising

Reserve a slot in Bookreporter.com's bi-weekly newsletter that will mail on the first and third Tuesdays of the month informing readers of new titles available.

Banner Ad: 468 x 60 pixels

Top Slot: \$500

Second Slot: \$250

Third Slot: \$250

Content is updated monthly.

Monthly Unique Visitors (average): 200,000

Newsletter Circulation (monthly): 12,000

Newsletter Circulation (monthly): 7,000

Facebook: Reading Group Guides

Twitter: twitter.com/readingguides



READINGGROUPGUIDES.COM is the premier online resource for reading groups, featuring more than 3,450 reading guides in a searchable database. The site also offers monthly contests, title/author features and a blog. There are also regular features, including reading group interviews and tips on creating, maintaining and improving reading groups. Additionally, ReadingGroupGuides.com has more than 11,000 registered book groups, who are eligible for special contests as well as their own exclusive newsletter mailing, which is sent in addition to the site's regular monthly newsletter.

Promotion Opportunities

Homepage/Newsletter Combo: \$1,250

Book both homepage and newsletter promotions to receive maximum exposure and get a discount rate.

- Includes: About the Book, About the Author, Discussion Guide, Author Interview, Praise, two links of interest, Listing in up to three genres and one line of promotional copy.

Add a Contest: \$500

Give away up to 200 books as part of your homepage/newsletter promotion.

Giving away more than 200? Ask us for a quote

Homepage Promotion Only: \$750

Reserve a space on ReadingGroupGuides.com's homepage for one month.

Newsletter Graphic Ad Only: \$700

Reserve a space in ReadingGroupGuides.com's monthly newsletter.

We can use a cover or a graphic up to 200 x 200, 100 words of text and link .

More Promotion Opportunities...

Promotion Opportunities

Registered Book Group Contest: \$1,400

Exclusively target book groups with special prizes such as author chats or books for the entire group. We currently have a database of more than 10,000 Registered Book Clubs.

Add a Reading Group Guide: \$150

Add a guide to the ReadingGroupGuides.com searchable database. It will be archived in the title and author sections and by genre in up to three categories.

Writing a Reading Group Guide: \$650

Have a discussion guide written for a book. Includes a 250-word introduction, 10 discussion questions and 10 author interview questions.

ReadingGroupGuides.com Website Advertising Sizes

Medium Rectangle (300x250)

4 weeks: \$1,250

2 weeks: \$650

Skyscraper (160x600)

4 weeks: \$1,150

2 weeks: \$600

Column (150x240)

4 weeks: \$800

2 weeks: \$500

ReadingGroupGuides.com Newsletter Advertising Sizes

Newsletter Banner (468x60): \$1,000

File Size: 50k

newsletter with a graphic, 100 words of copy, and a link.

Formats: Flash, JPG and animated GIF

Deadline: 48 hours before desired start date.

Ads can run for 30 days or 15 days depending on price commitment.

Please include a referral link.

Graphic Newsletter Ad: \$700

Reserve a spot in ReadingGroupGuide.com's weekly