



Rate Card

Effective December 2011

FaithfulReader.com

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Please contact us for combination packages across all sites.



Content is updated monthly.
 Monthly Unique Visitors (average): 60,000
 Newsletter Circulation (weekly): 2,350



FAITHFULREADER.COM is a site for Christian readers that features fiction, nonfiction and family/lifestyle reviews and author interviews as well as monthly contests and spotlighted study guides.

Promotions

About the Book (\$75):

One month of homepage promotion to announce a new title. This book page includes buylinks, as well sharelinks and is permanently archived.

Book Excerpt (\$100):

One month of homepage promotion for an excerpt. This is permanently archived.

Reading Guide/Study Guide (\$200):

Post a reading guide/study guide. Will be listed on:

- FaithfulReader.com Study Guides page as a recently added study guide for two months
- FaithfulReader.com newsletter
- Permanently archived on ReadingGroupGuides.com in the Christian genre and two other genres
- ReadingGroupGuides.com newsletter (Circ: 11,900)
- Listed in the dropdown feature of Reading Guides on the homepage of Bookreporter.com

Author Talk (\$350):

Feature an interview on the homepage and have it permanently archived on FaithfulReader.com in the Bookreporter.com Author Database.

Contests

Special Contest (\$750):

Generate excitement for your title and get copies into readers' hands with a special contest featured on the homepage and in the newsletter.

Monthly Contest (\$500):

Feature a title with a book cover on all FaithfulReader.com pages and pages tagged "Christian" and in the FaithfulReader.com newsletter and on the Bookreporter.com Contests Page.

Advertising Sizes

Banner Ad: 728 x 90 pixels (\$1,000)

Large Rectangle Ad: 300 x 250 pixels (\$900)

Skyscraper: 160x600 pixels (\$450)

Newsletter Banner: 728 x 90 pixels or 468 x 60 pixels (\$750)

Newsletter Graphic Ad (\$500)

Ad Specs

Banner/Large Rectangle/Skyscraper Ads:

Max File Size: 50k Formats: Flash, JPG and animated GIF

Deadline: 48 hours before desired start date.

Please include a referral link.

Newsletter Banner: JPG and non-animated GIF

Newsletter Ad: A 200x200 graphic, 100 words of copy and a link