



# Rate Card

*Effective December 2011*

GraphicNovelReporter.com

**GraphicNovelReporter.com**

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Please contact us for combination packages across all sites.

[GRAPHICNOVELREPORTER.COM](http://GRAPHICNOVELREPORTER.COM) enriches the constantly growing marketplace of graphic novels, comics, and manga with in-depth interviews, topical news and opinion, and insightful reviews. We give readers an exclusive look at the top creators and industry leaders of today, plus news on new releases and much more!

## Special Feature (2 Months \$1,250)

Includes:

- About the Title
- Author Bio
- Author Photo
- Author Interview from GraphicNovelReporter.com
- Review of the Title
- Excerpt
- Link to Author or Publisher Website
- Home Page Promotion - graphic of cover, promo blurb & a link to the feature on GraphicNovelReporter.com
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link to the feature on GraphicNovelReporter.com

## Book Giveaway (2 Months \$1,250)

Allows up to 100 readers to win copies of your title. Includes:

- Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on GraphicNovelReporter.com
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link the feature, the Excerpt, and the About the Title pages on GraphicNovelReporter.com
- About the Title
- Excerpt

## Special Feature/Book Giveaway Combo (2 Months \$2,000)

Allows you to provide all the content available in the Special Feature will still offering a giveaway to fans. Includes:

- About the Title
- Author Bio
- Author Photo
- Author Interview from GraphicNovelReporter.com
- Review of the Title
- Excerpt
- Link to Author or Publisher Website
- Home Page Promotion - graphic of cover, promo blurb & a link to the feature on GraphicNovelReporter.com
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link to the feature on GraphicNovelReporter.com
- Giveaway of up to 100 copies

## What to Give/What to Get Promotion (\$200 per title)

Length of Promotion: Mid November—Early January

- Includes placement on the GraphicNovelReporter.com home page and a feature in the GraphicNovelReporter.com newsletter
- Content Needed: A graphic of the book cover, 25 words of text and a link to your website
- Added Value: Titles will be promoted on the Bookreporter.com Holiday Gift Guide in the Graphic Novel category.

## GraphicNovelReporter.com Website Advertising Sizes

**Banner Ad:** 728x90 pixels:- 4 weeks: \$750  
728x90 pixels:- 2 weeks: \$425

**Skyscraper Ad:** 150x600 pixels– 4 weeks: \$550  
150x600 pixels– 2 weeks: \$300

**Side of Page Ad:** 150x240 pixels—4 weeks: \$425  
150x240 pixels—2 weeks: \$225

**Button Ad:** 150x150 pixels – 4 weeks: \$275  
150x150 pixels – 2 weeks: \$150

### **Ad Specs**

Max file size: 50K

Formats: Flash, JPG and animated GIF

Deadline: 48 hours before desired start date

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

*Please include a referral link*

## GraphicNovelReporter.com Bi-Weekly Newsletter Advertising Sizes

### Newsletter Banner Ad Specs

**Banner Ad:** 468x60 pixels \$750

**Banner Ad:** 468x120 pixels: \$650

Max file size: 50K

Formats: No flash or animated gifs

Deadline: 48 hours before desired start date

Ads can run for 14 or 30 days depending on price commitment

Please include a referral link

### Newsletter Graphic/Text Ad

#### **Text Ad:**

Graphic (100x150), 100 words of copy and a link. \$325

## 2012 Promotion And Site Update Calendar

\*\*\*All dates are subject to change\*\*\*

### **JANUARY**

January 11th  
January 25th

### **FEBRUARY**

February 8th (Spring Preview)  
February 23rd

### **MARCH**

March 7th  
March 21st (Core List Update)

### **APRIL**

April 4th  
April 18th

### **MAY**

May 2nd  
May 16th (BEA Preview; Summer Preview)

### **JUNE**

June 13th (ALA Preview)  
June 27th (San Diego Comic-Con Preview)

### **JULY**

July 18th (Comic Con Wrap-up)

### **AUGUST**

August 8th  
August 22nd (Fall Preview)

### **SEPTEMBER**

September 12th  
September 26th (Core List Update; New York  
Comic Con Preview)

### **OCTOBER**

October 17th (New York Comic Con Wrap-up)  
October 31st (Miami Book Fair Preview)

### **NOVEMBER**

November 14th (Holiday Gift Guide)  
November 28th (Best Graphic Novels of the Year)

### **DECEMBER**

December 12th