

GraphicNovelReporter

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!

WHAT'S ON GRAPHICNOVELREPORTER.COM:

- **NEW** GraphicNovelReporter.com Facebook fan page and Twitter via @GNReporter
- Hundreds of Graphic Novel and Manga Reviews
- Excerpts and special previews
- Creator Biographies and Interviews
- GraphicNovelReporter.com blog
- Beyond the Pages features
- Op-Eds from experts throughout the industry
- Behind the Scenes features
- Roundtable discussions
- Updates on releases coming soon
- Books Into Movies
- Contests and giveaways
- Monthly polls
- Bimonthly newsletters
- Bestseller and Awards Lists
- Updates on series books
- Reading lists and recommendations
- Info about events and resources
- Seasonal promotions

OVERVIEW OF ADVERTISING, PROMOTIONS & FEATURES

Opportunity	Duration	Reg. Rate	Charter Rate
Advertising – Banner Ad (728 x 90)	One Month	\$1,500	\$750
Advertising – Side of Page (120 x 600)	One Month	\$1,100	\$550
Advertising – Side of Page (150 x 240)	One Month	\$850	\$425
Advertising – Side of Page (150 x 150)	One Month	\$550	\$275
Advertising – Side of Page (120 x 90)	One Month	\$500	\$250
Advertising – Side of Page (120 x 60)	One Month	\$500	\$250
Newsletter Advertising	One Insertion	\$650	\$325
Special Feature Promotion	Two Months	\$2,500	\$1,250
Series Book Promotion	Two Months	\$3,600	\$2,000
Book Giveaway/Contest	Two Months	\$2,500	\$1,250
What to Give/What to Get Promotion	One Title	\$200	\$200
Add a Reading Group Guide	One Title	\$100	\$100
Writing a Reading Group Guide	One Title	\$650	\$400

Note: We will be extending our Charter Rates until June 30, 2010.
All two month promotions are also offered for a duration of one month.

Graphic Novel Reporter

WEBSITE ADVERTISING

Banner Ad (728 x 90 pixels):

Positioning: Top of Page

Impressions: 150,000 guaranteed impressions

Creative Specs: jpeg, animated gif and Flash all accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

Added Value: Complimentary Side of Page Ad with every Banner Ad – Never miss an impression!

Duration: One Month

Reg. Cost: \$1,500/Charter Rate: \$750

Side of Page Ad (120 x 600 pixels):

Positioning: Right-hand column on home and select highly-trafficked interior pages

Impressions: 100,000 guaranteed impressions

Creative Specs: jpeg, animated gif and Flash all accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

Duration: One Month

Reg. Cost: \$1,100/Charter Rate: \$550

Side of Page Ad (150 x 240 pixels):

Positioning: Right-hand column on home and select highly-trafficked interior pages

Impressions: 100,000 guaranteed impressions

Creative Specs: jpeg, animated gif and Flash all accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

Duration: One Month

Reg. Cost: \$850/Charter Rate: \$425

Side of Page Button Ad (150 x 150 pixels):

Positioning: Right-hand column on home and select highly-trafficked interior pages

Impressions: 100,000 guaranteed impressions

Creative Specs: jpeg, animated gif and Flash all accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

Duration: One Month

Reg. Cost: \$550/Charter Rate: \$275

Side of Page Button Ad (120 x 90 pixels):

Positioning: Right-hand column on home and select highly-trafficked interior pages

Impressions: 100,000 guaranteed impressions

Creative Specs: jpeg, animated gif and Flash all accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

Duration: One Month

Reg. Cost: \$500/Charter Rate: \$250

Side of Page Button Ad (120 x 60 pixels):

Positioning: Right-hand column on home and select highly-trafficked interior pages

Impressions: 100,000 guaranteed impressions

Creative Specs: jpeg, animated gif and Flash all accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

Duration: One Month

Reg. Cost: \$500/Charter Rate: \$250

NEWSLETTER ADVERTISING

Feature in GraphicNovelReporter.com Newsletter

Showcase a book in the GraphicNovelReporter.com newsletter. Includes a graphic of the cover, 100 words of text and a link of your choice

Length of Promotion: One insertion; Newsletter is then archived on the site with your ad remaining in place

Includes:

-Graphic of book jacket or writer/creator photo

-100 words of text

-A link to a website, special feature or online retailer

Reg. Cost: \$650/Charter Rate: \$325

**For more information, contact Cristina Costales at Cristina@bookreporter.com
or call 212-246-3100.**

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SPONSORED FEATURE OPPORTUNITIES

Special Feature Promotion

The promotion includes:

- About the Book
- Writer/Creator Bios
- Writer/Creator Photos
- Author Interview with 10 questions developed by the editorial team
- Review of the Book
- Book Excerpt (.pdf format)
- Link to Author or Publisher Website
- Homepage Promotion - graphic of cover, promo blurb and a link to the feature
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb and a link to the feature

Length of Promotion: Two months (three months for charter sponsors)

Reg. Cost: \$2,500/Charter Rate: \$1,250

Series Book Feature Promotion

The promotion includes:

- About the Book for Up to Four Books*
- Writer/Creator Bios
- Writer/Creator Photos
- Author Interview with 10 questions developed by the editorial team
- Review(s) for Up to Four Books*
- Excerpt(s) for Up to Four Books *
- Link to Author or Publisher Website
- Homepage Promotion - graphic of cover, promo blurb & a link to the feature
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb and a link to the feature

Length of Promotion: Two months

Reg. Cost: \$3,600/Charter Rate: \$2,000

*If four books are not published by the time the promotion launches, additional About the Book information will be added as they are published. This offer expires one calendar year from the day the promotion launches. Contact us for pricing for a feature with more than four books.

Book or Advance Reading Copy Giveaway/Contest

The promotion includes:

- Homepage Promotion - graphic of cover, promo blurb, excerpt & link to the feature
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link to the feature
- To be eligible, entrants must correctly answer a question about the book after reading the excerpt.

Length of Promotion: Two months

Reg. Cost: \$2,500/Charter Rate: \$1,250

What to Give/What to Get Holiday Promotion

Length of Promotion: November 12 – January 4

- Includes placement on the Bookreporter.com, Teenreads.com, and Kidsreads.com, where appropriate
- Reg. Cost: \$200 per title/Charter Rate: \$200 per title
- Commitment Due: October 22
- Content Due: October 29
- Content Needed: A graphic of the book cover, 25 words of text and a link to the website area you want to promote

Reading Group Resources

Reading groups discussing graphic novels are increasing in popularity, and this audience is looking to us for ideas on title selections. Get your book club picks in their hands with these promotions.

Add a Reading Group Guide

Add a guide to the searchable database by title and author as well as categorize by genre in up to three categories.

Reg. Cost \$100/Charter Rate: \$50

Includes a two-month listing on the homepage of the site. Please note that these guides also will be linked from a Graphic Novel section on ReadingGroupGuides.com.

Writing a Reading Group Guide

Discussion guide includes a 250-word Introduction, 10 discussion & 10 author interview questions.

Reg. Cost \$650/Charter Rate: \$400

Includes a complimentary listing of the guide in the database and a two-month listing on the home page.

Customized Promotions

Looking for something different? We'll work with you to develop a customized campaign.

For more information, contact Cristina Costales at Cristina@bookreporter.com or call 212-246-3100.

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2010 PROMOTION CALENDAR

Note: All advertising on GraphicNovelReporter.com (GNR) is subject to title approval. GNR is updated every 2 weeks. Space availability varies throughout the year. **All dates are subject to change.**

MONTHLY SCHEDULE

JANUARY	Site Update #1: Jan. 6 Site Update #2: Jan. 20	Newsletter Mailing #1: Jan. 8 Newsletter Mailing #2: Jan. 22
FEBRUARY	Site Update #1: Feb. 3 Site Update #2: Feb. 17	Newsletter Mailing #1: Feb. 5 Newsletter Mailing #2: Feb. 19
MARCH	Site Update #1: Mar. 3 Site Update #2: Mar. 17 Site Update #3: Mar. 31	Newsletter Mailing #1: Mar. 5 Newsletter Mailing #2: Mar. 19 Newsletter Mailing #3: Apr. 2
APRIL	Site Update #1: Apr. 14 Site Update #2: Apr. 28	Newsletter Mailing #1: Apr. 16 Newsletter Mailing #2: Apr. 30
MAY	Site Update #1: May 12 Site Update #2: May 26	Newsletter Mailing #1: May 14 Newsletter Mailing #2: May 28
JUNE	Site Update #1: Jun. 9 Site Update #2: Jun. 23	Newsletter Mailing #1: Jun. 11 Newsletter Mailing #2: Jun. 25
JULY	Site Update #1: Jul. 7 Site Update #2: Jul. 21	Newsletter Mailing #1: July 9 Newsletter Mailing #2: Jul. 23
AUGUST	Site Update #1: Aug. 4 Site Update #2: Aug. 18	Newsletter Mailing #1: Aug. 6 Newsletter Mailing #2: Aug. 20
SEPTEMBER	Site Update #1: Sept. 1 Site Update #2: Sept. 15 Site Update #3: Sept. 29	Newsletter Mailing #1: Sept. 3 Newsletter Mailing #2: Sept. 17 Newsletter Mailing #3: Oct. 1
OCTOBER	Site Update #1: Oct. 13 Site Update #2: Oct. 27 What to Give/What to Get Gift Guide commitment due Oct. 22	Newsletter Mailing #1: Oct. 15 Newsletter Mailing #2: Oct. 29
NOVEMBER	Site Update #1: Nov. 10 What to Give/What to Get Gift Guide begins Nov. 12	Newsletter Mailing #1: Nov. 12
DECEMBER	Site Update #1: Dec. 1 Site Update #2: Dec. 15	Newsletter Mailing #1: Dec. 3 Newsletter Mailing #2: Dec. 17