



KIDSREADS.COM offers readers aged 6-12 --- as well as parents and the librarians, teachers, and booksellers that work with this age group --- reviews and excerpts of titles appropriate for this audience. In 2009, an average of 350,000 readers visited Kidsreads.com each month!

WHAT'S ON KIDSREADS.COM:

- **NEW:** Special Feature or Series Feature/Book Giveaway Combo
- Thousands of Book Reviews and Excerpts, including Graphic Novels and Manga
- Author Biographies and Interviews
- Cool New Books Feature
- New in Paperback Feature
- Books Into Movies Feature
- Coming Soon Feature
- Contests and Giveaways
- Monthly Polls
- Monthly Newsletter
- Trivia and Word Scrambles
- Features on Favorite Series Books
- Book Club Resources
- Seasonal Promotions

OVERVIEW OF ADVERTISING, PROMOTIONS & FEATURES

Opportunity	Duration	Price
Special Feature Promotion	Two Months	\$2,500
Series Book Promotion	Two Months	\$3,600
Book Giveaway/Contest	Two Months	\$2,500
NEW Special Feature/Book Giveaway Combo	Two Months	\$3,500
NEW Series Feature/Book Giveaway Combo	Two Months	\$4,600
Add a Reading Group Guide	One Title	\$100
Writing a Reading Group Guide	One Title	\$650
What to Give/What to Get Promotion	One Title	\$200
Newsletter Advertising	One Insertion	\$650
Advertising – Banner Ad (728 x 90 pixels)	One Month	\$2,750
Advertising – Side of Page Ad (150 x 240 pixels)	One Month	\$850
Advertising – Button Ad (125 x 125 pixels)	One Month	\$300

**Please note that all two month promotions are also offered for a duration of one month



PROMOTIONS & FEATURES

These promotions will get your books in front of 6 to 12-year-old readers, as well as parents and the librarians, teachers, and booksellers that work with this age group. During one month of a promotion, a featured title receives an average of 100,000 home page views in addition to traffic on the feature page. All features are permanently archived on Kidsreads.com.

Please note that all titles are subject to approval by Kidsreads.com for quality and appeal to our audience.

SPECIAL FEATURE PROMOTION

The promotion includes:

- About the Book
- Author Bio
- Author Photo
- Author Interview with 10 Questions from Kidsreads.com
- Review of the Book
- Book Excerpt
- Link to Author or Publisher Website
- Home Page Promotion - graphic of cover, promo blurb & link to the feature on Kidsreads.com
- Newsletter Advertising (two newsletters) - cover, promo blurb & link to the feature on Kidsreads.com

Length of Promotion: Two months • Cost: \$2,500

SERIES BOOK FEATURE PROMOTION

The promotion includes:

- About the Book for Up to Four Books*
- Author Bio/Photo
- Review(s) for Up to Four Books*
- Excerpt(s) for Up to Four Books *
- Link to Author or Publisher Website
- Home Page Promotion - graphic of cover, promo blurb & link to the feature on Kidsreads.com
- Newsletter Advertising (two newsletters) - cover, promo blurb & link to the feature on Kidsreads.com

Length of Promotion: Two months • Cost: \$3,600

*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 details for a feature with more than four books.

SERIES FEATURE ALUMNI PROMOTION

Is there a new book in a series that has already been promoted on Kidsreads.com? Opt to update the series feature with "About the Book" information for the new title.

Length of Home Page Promotion: Two months • Features are permanently archived on Kidsreads.com
Cost: \$100

BOOK OR ADVANCE READING COPY GIVEAWAY

The promotion includes:

- Home Page Promotion – graphic of cover, promo blurb & link to the feature on Kidsreads.com
- Newsletter Advertising (two newsletters) – cover, promo blurb & link to the feature on Kidsreads.com

Length of Promotion: Two months • Cost: \$2,500

Please note that all titles are subject to approval by Kidsreads.com for quality and appeal to our audience.

* NEW SERIES FEATURE FEATURE/BOOK GIVEAWAY COMBO

This combo package will give you the opportunity to showcase your title in a Special Feature Promotion and also offer readers the chance to win a copy of the book.

Length of Promotion: Two months • Cost: \$3,500

* NEW SERIES FEATURE/BOOK GIVEAWAY COMBO

This combo package will give you the opportunity to showcase your titles in a Series Book Promotion and also offer readers the chance to win a copy of one or more of the books.

Length of Promotion: Two months • Cost: \$4,600

READING GROUP RESOURCES FOR KIDS

Reading groups for kids are becoming increasingly popular, and our resource section has a ton of ideas for title selections. Get your book club picks noticed with these promotions.

Add a Guide

Add a guide to the searchable database in the title/author sections and by genre in up to three categories. Cost: \$100

Includes a two-month listing on the home page of Kidsreads.com. Please note that the Kidsreads.com guides are also linked from the “Children’s Books” section on ReadingGroupGuides.com.

Writing a Discussion Guide

Guide includes a 250-word Introduction, 10 discussion questions & 10 author interview questions. Cost: \$650

Includes a complimentary listing of the guide in the database and a one-time listing on the home page.

KIDSREADS.COM WHAT TO GIVE/WHAT TO GET HOLIDAY GIFT GUIDE

This annual gift guide features books kids will love to unwrap this holiday season! As added value, the titles are also promoted in the Bookreporter.com Holiday Gift Guide. Categories include: Picture Perfect: Picture Books, Splendid Series: Series Books for Kids, True Story: Non-Fiction for Kids, and Fantastic Fiction: Fiction for Kids.

- Length of Promotion: November 13 – January 6
- Includes placement on the Kidsreads.com home page and in the newsletter
- Cost: \$200 per title
- Commitment Due: October 5 • Content Due: October 19
- Content Needed: A graphic of the book cover, 25 words of text, and a link to your website



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



WEBSITE ADVERTISING

Banner Ad (728 x 90 pixels):

Positioning: Top of Page

Impressions: 275,000 guaranteed impressions

Duration: One Month

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!

Cost: \$2,750

Side of Page Ad (150 x 240 pixels):

Positioning: Right-hand column of the home and select highly trafficked interior pages of Kidsreads.com

Impressions: 200,000 guaranteed impressions

Duration: One Month

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.

Cost: \$850

Button Ad (120 x 120 pixels):

Positioning: Right-hand column of the home and select highly trafficked interior pages of Kidsreads.com

Impressions: 200,000 guaranteed impressions

Duration: One Month

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.

Cost: \$300

NEWSLETTER ADVERTISING

FEATURE IN KIDSREADS.COM NEWSLETTER

Showcase a book in the Kidsreads.com newsletter.

Length of Promotion: One insertion

Circulation: Over 7,900 subscribers to the regular newsletter, 1,300 subscribers to the parents newsletter, and 2,800 read the newsletter online each month

Includes:

-Graphic of book jacket or author photo

-75 words of text

-Link to a website, special feature or online retailer

-Link to the book review on the site (If available)

Cost: \$650

Deadlines

Space Reservation and Materials Deadline: At least 1 week prior to insertion. Subject to availability.

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



2010 PROMOTION CALENDAR

Note: All promotions and advertising on Kidsreads.com are subject to title approval.
We work solely with traditionally published authors; no self-published titles are accepted for review or advertising.
Be sure to book early. Space availability varies throughout the year.
*****All dates are subject to change.*****

MONTHLY SCHEDULE

JANUARY	Site Update: January 28	Newsletter Mailing: January 29
FEBRUARY	Site Update: February 25	Newsletter Mailing: February 26
MARCH	Site Update: March 26	Newsletter Mailing: March 29
APRIL	Site Update: April 28	Newsletter Mailing: April 30
MAY	Site Update: May 26	Newsletter Mailing: May 28
JUNE	Site Update: June 25	Newsletter Mailing: June 28
JULY	Site Update: July 28	Newsletter Mailing: July 29
AUGUST	Site Update: August 26	Newsletter Mailing: August 27
SEPTEMBER	Site Update: September 28	Newsletter Mailing: September 29
OCTOBER	Site Update: October 28	Newsletter Mailing: October 29
	What to Give/What to Get Gift Guide commitment due October 22	
NOVEMBER	Site Update: November 23	Newsletter Mailing: November 24
	What to Give/What to Get Gift Guide begins November 12	
DECEMBER	Site Update: December 15	Newsletter Mailing: December 17