



# Rate Card

*Effective December 2011*

teenreads  
KidsReads

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

bookreporter 20SomethingReads teenreads KidsReads  
ReadingGroupGuides GraphicNovelReporter.com faithfulReader @authors on the Web

**Please contact us for combination packages across all sites.**



TEENREADS.COM offers readers aged 12 - 17 reviews and excerpts of YA books, along with author interviews, columns such as the Teen Ultimate Reading List (featuring more than 400 titles), Cool New Books , Books On Screen as well as Word of Mouth (a forum where teens talk about what they're reading). Contests and giveaways , including a Grab Bag Contest, are offered regularly.

Content is updated twice a month.  
Monthly Unique Visitors (average): 300,000  
Newsletter Circulation (bi-weekly): 12,350  
"On Sale This Week" Circulation (bi-weekly): 1,000  
Facebook: Teenreads  
Twitter: twitter.com/teenreads

## TEENREADS.COM PROMOTION OPPORTUNITIES

### Research Promotion Opportunity (25 books/\$3,000; 50 books/\$3,250; 100 books/\$3,500)

Sneak Peek: An Early Look at an Upcoming Book is a unique opportunity to create a reader focus group and garner feedback six to nine months in advance of publication with early galleys and targeted research questions to selected readers.\*

\* We would be happy to develop a combination rate if you would like to re-publicize a Sneak Peek title at the time of publication.

### Special Feature (2 months/\$2,500; 1 month/\$1,500)

Includes the following: About the Book, Author Bio, Author Photo, Author Interview with 10-15 questions from Teenreads.com, Review of the Book, Book Excerpt, Link to Author or Publisher Website, Home Page Promotion - graphic of cover, promo blurb & a link to the feature on Teenreads.com, Newsletter Advertising (one-two newsletters dependent on promotion length) - graphic of cover, promo blurb & a link to the feature on Teenreads.com.

### Book Giveaway (2 months/\$2,500; 1 month/\$1,500)

Allows up to 100 readers to win copies of your book by reading an excerpt and answering a question about it. Includes the following: Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on Teenreads.com, Newsletter Advertising (one-two newsletters depending on length of promotion) - graphic of cover, promo blurb & a link to the feature, the Excerpt, and the About the Book pages on Teenreads.com.

### Special Feature/Book Giveaway Combination (2 months/\$3,500; 1 month/\$1,850)

Combines the comprehensive content in the Special Feature with a Book Giveaway. Allows up to 100 readers to win copies of your book. Includes the following: Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on Teenreads.com, Newsletter Advertising (one-two newsletters depending on length of promotion) - graphic of cover, promo blurb & a link to the feature, About the Book Page, Author Bio, Author Photo, Author Interview with 10-15 questions from Teenreads.com, Book Excerpt, and Link to Author or Publisher Website.

[More Promotion Opportunities...](#)



## TEENREADS.COM PROMOTION OPPORTUNITIES

### **Multi-Book Giveaway (2 months/\$4,100; 1 month/\$2,600)**

Designed for publishers interested in giving away a grouping of four titles (minimum). Includes : Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on Teenreads.com, Newsletter Advertising (one-two newsletters depending on length of promotion), About the Book pages for each title, Author Bios and Photos for each author, Book Excerpts for each title, and links to external author and publisher sites. Also, a giveaway that allows up to 100 winners.

### **Series Book Feature Promotion (2 months/\$3,600; 1 month/\$2,100)**

Have a series you want to share with new readers? This feature includes a Home Page Promotion - graphic of cover, promo blurb & a link to the feature on Teenreads.com, Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link to the feature on Teenreads.com, along with About the Book pages for Up to Four Books\*, Author Bio, Author Photo, Review(s) for Up to Four Books\*, Excerpt(s) for Up to Four Books\*, and Links to Author or Publisher Website.

*\*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.*

### **Add a Giveaway (2 months/\$4,100; 1 month \$2,600)**

### **Series Feature Update to Existing Series Book Promotion (Pricing to be determined)**

### **Book Club Giveaway (2 months/\$2,500; 1 month \$1,500)**

Teenreads.com can host a contest where teens are eligible to win up to 20 copies of a book for their book club. The promotion includes: Home Page Promotion - graphic of cover, promo blurb, excerpt & link to the feature on Teenreads.com, Newsletter Advertising (one-two newsletters dependent on length of promotion) - graphic of cover, promo blurb & a link to designated feature page on Teenreads.com, About the Book page, and Excerpt Page.

### **Monthly Grab Bag of Books (\$300 per title)**

Once a month, five lucky readers will win a Teenreads.com-signature book bag filled with up to five finished books or galleys. The promotion includes: Prominent Home Page Promotion and advertising in the Teenreads.com Newsletter.

*Seasonal Promotions...*



## TEENREADS.COM SEASONAL PROMOTIONS

### **Valentine's Day Giveaway (\$400 per title)**

From mid-January to February 14th, readers can enter to win the season's most romantic titles, a Valentine's themed bag, and sweets. Promoted on the homepage until February 15th. Includes Book Excerpt, About the Book, cover graphic, and a buylink.

### **Beach Bag of Books Giveaway (\$1,000 per title)**

From mid-May – mid-July, our readers can enter to win one of five beach bags filled with summer essentials --- previous bags have included a beach towel, flip flops and more --- along with a collection of great books for summer. The feature is promoted on the homepage through Labor Day. The feature page includes the following for each book: a cover graphic, About the Book copy, an Excerpt and a buylink. To enter, readers must answer a question found in the excerpt. Winners will be announced in the July edition of the Teenreads.com newsletter. The Teenreads.com contest will be promoted in one Bookreporter.com newsletter.

### **Book O'Lantern (\$400 per title)**

In October, readers can enter to win one of five Trick or Treating bags filled with candy, along with the season's spookiest books. The feature is promoted on the homepage through November 1st. The feature page includes the following for each: book cover graphic, About the Book copy, Excerpt and a buylink. The feature also will be mentioned in two October issues of the Teenreads.com newsletter.

### **Holiday Bundle of Cheer Promotion (\$500 per title; Combine with What to Give/What to Get \$600)**

From mid-November – mid-December, teens can enter a contest to win a "Basket of Holiday Reading and Fun." Five winners will each receive a basket that includes up to 10 books, along with holiday-themed items such as a snowman mug, a kit to make a gingerbread village and a snow globe. Promotion includes feature on the Teenreads.com Holiday Page, cover graphic, About the Book copy, an Excerpt and a buylink. To enter, readers must answer a question found in the excerpt. Winners will be announced in the December edition of the Teenreads.com newsletter. The contest will be promoted once in the Bookreporter.com newsletter.

### **What to Give/What to Get Holiday Gift Guide (\$500 per title; Combine with Holiday Bundle of Cheer \$600)**

From mid-November – early January, readers can view the What to Give/What to Get Holiday Gift Guide on the Teenreads.com home page and as feature in the Teenreads.com newsletter. Content Needed: A graphic of the book cover, 25 words of text and a link to your website. Titles will be promoted on the Bookreporter.com Holiday Gift Guide in the Teen category.

*Promotion Rates...*

## TEENREADS.COM PROMOTION RATES

### Promotion Opportunities

Special Feature Promotion (2 months)	\$2,500
Special Feature Promotion (1 month)	\$1,500
Book Giveaway Promotion (2 months)	\$2,500
Book Giveaway Promotion (1 month)	\$1,500
Special Feature/Giveaway Promotion (2 months)	\$3,500
Special Feature/Giveaway Promotion (1 month)	\$1,850
Book Club Giveaway (2 months)	\$2,500
Book Club Giveaway (1 month)	\$1,500
Series Feature Promotion (2 months)	\$3,600
Series Feature Promotion (1 month)	\$2,100
Series Feature Promotion & Giveaway (2 months)	\$4,100
Series Feature Promotion & Giveaway (1 month)	\$2,600
Multi-Book Promotion & Giveaway (2 months)	\$4,100
Multi-Book Promotion & Giveaway (1 month)	\$2,600
Add a Reading Group Discussion Guide	\$100
Writing Reading Group Discussion Guide	\$650

*Assets due 7-10 days prior to run date.*

### Research Promotion Opportunities\*

Sneak Peek (25 books)	\$3,000
Sneak Peek (50 books)	\$3,250
Sneak Peek (100 books)	\$3,500

*\*We would be happy to develop a combination rate if you would like to re-publicize a Sneak Peek title at the time of publication.*

### Monthly Grab Bag of Books

Per title	\$300
-----------	-------

### Seasonal Promotions

Valentine's Day	\$400
Beach Bag	\$1,000
Book O'Lantern	\$400
Holiday Cheer	\$500
What to Give/What to Get (WGWG)	\$200
Holiday Cheer/WGWG	\$600

[\*\*More Promotion Opportunities Rates...\*\*](#)

[\*\*Advertising Rates & Specs...\*\*](#)



## TEENREADS.COM ADVERTISING RATES & SPECS

### Website Advertising Rates

Banner (728x90) - 4 weeks	\$1,750
Banner (728x90) - 2 weeks	\$1,000
Large Rectangle (300x250) - 4 weeks	\$1,500
Large Rectangle (300x250) - 2 weeks	\$850
Skyscraper (160x600) - 4 weeks	\$1,250
Skyscraper Ad (160x600) - 2 weeks	\$750
Button Ad (300x80) - 4 weeks	\$300
Button Ad (300x80) - 2 weeks	\$200

### Newsletter Advertising Rates

Newsletter Banner Ad (468x120)	\$1,000
Newsletter Banner Ad (468x60)	\$850
Newsletter Graphic/Text Ad	\$650
Top Priority Placement	To Be Negotiated

### "On Sale This Week" Newsletter Ad Rates

Top Slot (468x120)	\$500
Top Slot (468x60)	\$400
2nd Slot (468x120)	\$250
2nd Slot (468x60)	\$150
3rd Slot (468x120)	\$250
3rd Slot (468x60)	\$150

### Website Advertising Specs

**Ad Specs**  
 Maximum File Size: 50k  
 Formats: Flash, JPG and animated GIF  
 100,000 guaranteed impressions  
 Deadline: 48 hours before desired start date  
*Ads can run for 14 or 30 days depending on price commitment. Please include a referral link*  
**Top Priority Placement Fee:** To be Negotiated.

### Newsletter Advertising Specs

**Ad Specs**  
 Max file size 50k, static ads only. No flash or animated GIF.  
**Newsletter Circulation (bi-weekly):** 12,350  
**Newsletter Graphic/Text Ad**  
 Reserve a spot in Teenreads.com's weekly newsletter with a graphic, 100 words of copy, and a link.

### "On Sale This Week" Newsletter Ad Specs

**"On Sale This Week" Newsletter Ad:** Reserve a slot in Teenreads.com's bi-weekly newsletter that will mail on the first and third Tuesdays of the month informing readers of new titles available. Premium top slot and two other slots available.

**Ad Specs**  
**Newsletter Banner:** 468x120 pixels **OR** 468x60 pixels  
**Max File Size:** 50k, no flash or animated GIF

[Promotion Calendar...](#)



## 2012 PROMOTION CALENDAR

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

<b>JANUARY</b>	Site Update: January 20	Newsletter Mailing: January 24
<b>FEBRUARY</b>	Site Update: February 17	Newsletter Mailing: February 22
<b>MARCH</b>	Site Update #1: March 6 Site Update #2: March 20	Newsletter Mailing #1: March 7 Newsletter Mailing #2: March 21
<b>APRIL</b>	Site Update #1: April 3 Site Update #2: April 17	Newsletter Mailing #1: April 4 Newsletter Mailing #2: April 18
<b>MAY</b>	Site Update #1: May 1 Site Update #2: May 15	Newsletter Mailing #1: May 2 Newsletter Mailing #2: May 16
<b>JUNE</b>	Site Update #1: June 5 Site Update #2: June 19	Newsletter Mailing #1: June 6 Newsletter Mailing #2: June 20
<b>JULY</b>	Site Update #1: July 3 Site Update #2: July 17	Newsletter Mailing#1: July 5 Newsletter Mailing#2: July 18
<b>AUGUST</b>	Site Update #2: August 14	Newsletter Mailing #2: August 15
<b>SEPTEMBER</b>	Site Update #1: September 4 Site Update #2: September 18	Newsletter Mailing #1: September 5 Newsletter Mailing #2: September 19
<b>OCTOBER</b>	Site Update #1: October 2 Site Update #2: October 16	Newsletter Mailing #1: October 3 Newsletter Mailing #2: October 17
<b>NOVEMBER</b>	Site Update: November 13	Newsletter Mailing: November 14
<b>DECEMBER</b>	Site Update: December 11	Newsletter Mailing: December 12



**KIDSREADS.COM** offers reviews and excerpts of titles appropriate for readers aged 6 – 12, as well as author interviews and more than 75 Series features that include trivia and word scrambles. Along with columns like Cool New Books, New in Paperback., and Books to Screen, the site offers contests and polls that are sure to delight young readers.

Content is updated monthly.  
Monthly Unique Visitors (average): 342,201  
Children's Newsletter Circulation (bi-weekly): 9,000  
Parent's Newsletter Circulation (bi-weekly): 1,000  
Facebook: Kidsreads  
Twitter: twitter.com/kids\_reads

## **KIDSREADS.COM PROMOTION OPPORTUNITIES**

### **Special Feature (2 months/\$2,500; 1 month/\$1,500)**

Includes the following: About the Book, Author Bio, Author Photo, Author Interview with 10-15 questions from Kidsreads.com, Review of the Book, Book Excerpt, Link to Author or Publisher Website, Home Page Promotion - graphic of cover, promo blurb & a link to the feature on Teenreads.com, Newsletter Advertising (one-two newsletters dependent on promotion length) - graphic of cover, promo blurb & a link to the feature on Kidsreads.com.

### **Book Giveaway (2 months/\$2,500; 1 month/\$1,500)**

Allows up to 100 readers to win copies of your book. Includes the following: Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on Kidsreads.com, Newsletter Advertising (one-two newsletters depending on length of promotion) - graphic of cover, promo blurb & a link to the feature, the Excerpt, and the About the Book pages on Kidsreads.com.

### **Special Feature/Book Giveaway Combination (2 months/\$3,500; 1 month/\$1,850)**

Combines the comprehensive content in the Special Feature with a Book Giveaway. Allows up to 100 readers to win copies of your book. Includes the following: Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on Kidsreads.com, Newsletter Advertising (one-two newsletters depending on length of promotion) - graphic of cover, promo blurb & a link to the feature, About the Book Page, Author Bio, Author Photo, Author Interview with 10-15 questions from Kidsreads.com, Book Excerpt, and Link to Author or Publisher Website.

### **Multi-Book Giveaway (2 months/\$4,100; 1 month/\$2,300)**

Designed for publishers interested in giving away a grouping of four titles (minimum). Includes the following: Home Page Promotion: graphic of cover, promo blurb, & link to the feature page on Kidsreads.com, Newsletter Advertising (one-two newsletters depending on length of promotion), About the Book pages for each title, Author Bios and Photos for each author, Book Excerpts for each title, and links to external author and publisher sites. Also, a giveaway that allows up to 100 winners.

*More Promotional Opportunities...*



## KIDSREADS.COM PROMOTION OPPORTUNITIES

### **Series Book Feature Promotion (2 months/\$3,600; 1 month/\$2,100)**

Have a series you want to share with new readers? This feature includes a Home Page Promotion - graphic of cover, promo blurb & a link to the feature on Kidsreads.com, Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link to the feature on Kidsreads.com, along with About the Book pages for Up to Four Books\*, Author Bio, Author Photo, Review(s) for Up to Four Books\*, Excerpt(s) for Up to Four Books\*, and Links to Author or Publisher Website.

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

### **Add a Giveaway (2 months/\$4,100; 1 month \$2,600)**

### **Series Book Feature Update to Existing Series Promotion (Pricing to be determined)**

### **What to Give/What to Get Holiday Gift Guide (\$200 per title)**

Length of Promotion: mid– November to Early January

Includes placement on the Kidsreads.com home page and a feature in the Kidsreads.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 Kids category.

*Promotional Rates...*



## KIDSREADS.COM PROMOTION RATES

### Promotion Opportunities

Special Feature Promotion (2 months)	\$2,500
Special Feature Promotion (1 month)	\$1,500
Book Giveaway Promotion (2 months)	\$2,500
Book Giveaway Promotion (1 month)	\$1,500
Special Feature/Book Giveaway Promotion (2 months)	\$3,500
Special Feature/Book Giveaway Promotion (1 month)	\$1,850
Series Feature Promotion (2 months)	\$3,600
Series Feature Promotion (1 month)	\$2,100
Series Feature Promotion & Giveaway (2 months)	\$4,100
Series Feature Promotion & Giveaway (1 month)	\$2,600
Multi-Book Giveaway (2 months)	\$4,100
Multi-Book Giveaway (1 month)	\$2,300
Add a Reading Group Discussion Guide	\$100
Writing Reading Group Discussion Guide	\$650

### Seasonal Promotion

What to Give/What to Get	\$200
--------------------------	-------

*Advertising Rates & Sizes...*



## KIDSREADS.COM ADVERTISING RATES & SPECS

### Website Advertising Rates

Banner (728x90) - 4 weeks	\$1,750
Banner (728x90) - 2 weeks	\$1,000
Large Rectangle (300x250) - 4 weeks	\$1,500
Large Rectangle (300x250) - 2 weeks	\$850
Skyscraper (160x600) - 4 weeks	\$1,250
Skyscraper Ad (160x600) - 2 weeks	\$750
Button Ad (300x80) - 4 weeks	\$300
Button Ad (300x80) - 2 weeks	\$200

### Newsletter Advertising Rates

Newsletter Banner Ad (468x120)	\$1,000
Newsletter Banner Ad (468x60)	\$850
Newsletter Graphic/Text Ad	\$650
Top Priority Placement	To Be Negotiated

### Website Advertising Specs

#### Ad Specs

Maximum File Size: 50k  
 Formats: Flash, JPG and animated GIF  
 Deadline: 48 hours before desired start date  
 200,000 guaranteed impressions

*Ads can run for 14 or 30 days depending on price commitment. Please include a referral link*

*We would be happy to design your ad for an additional cost.*

### Newsletter Advertising Specs

#### Ad Specs

Max file size 50k, static ads only. No flash or animated GIF.  
**Children's Newsletter Circulation (bi-weekly): 9,000**  
**Parent's Newsletter Circulation (bi-weekly): 1,000**

#### Newsletter Graphic/Text Ad

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

*Promotion Calendar...*



## 2012 PROMOTION CALENDAR

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

<b>JANUARY</b>	Site Update: January 26	Newsletter Mailing: January 27
<b>FEBRUARY</b>	Site Update: February 28	Newsletter Mailing: February 29
<b>MARCH</b>	Site Update: March 27	Newsletter Mailing: March 28
<b>APRIL</b>	Site Update: April 24	Newsletter Mailing: April 25
<b>MAY</b>	Site Update: May 22	Newsletter Mailing: May 23
<b>JUNE</b>	Site Update: June 26	Newsletter Mailing: June 27
<b>JULY</b>	Site Update: July 24	Newsletter Mailing: July 25
<b>AUGUST</b>	Site Update: August 21	Newsletter Mailing: August 22
<b>SEPTEMBER</b>	Site Update: September 25	Newsletter Mailing: September 26
<b>OCTOBER</b>	Site Update: October 23	Newsletter Mailing: October 24
<b>NOVEMBER</b>	Site Update: November 20	Newsletter Mailing: November 21
<b>DECEMBER</b>	Site Update: December 17	Newsletter Mailing: December 18