



Small Press 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/\$2,000; 1 month/\$1,200)

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/\$2,000; 1 month \$1,200)

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 (\$375 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 (\$900 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 (\$375 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 (\$450per title; Combine with What to Give/What to Get \$550)

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 (\$200 per title; Combine with Holiday Bundle of Cheer \$550)

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)	\$2,000
Book Giveaway Promotion (1 month)	\$1,200
Special Feature/Giveaway Promotion (2 months)	\$3,500
Special Feature/Giveaway Promotion (1 month)	\$1,850
Book Club Giveaway (2 months)	\$2,000
Book Club Giveaway (1 month)	\$1,200
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	\$375
Beach Bag	\$900
Book O'Lantern	\$375
Holiday Cheer	\$450
What to Give/What to Get (WGWG)	\$200
Holiday Cheer/WGWG	\$550

[**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	\$1,200
Large Rectangle (300x250) - 2 weeks	\$850
Skyscraper (160x600) - 4 weeks	\$1,200
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)	\$850
Newsletter Banner Ad (468x60)	\$700
Newsletter Graphic/Text Ad	\$550
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.

JANUARY	Site Update: January 20	Newsletter Mailing: January 24
FEBRUARY	Site Update: February 17	Newsletter Mailing: February 22
MARCH	Site Update #1: March 6 Site Update #2: March 20	Newsletter Mailing #1: March 7 Newsletter Mailing #2: March 21
APRIL	Site Update #1: April 3 Site Update #2: April 17	Newsletter Mailing #1: April 4 Newsletter Mailing #2: April 18
MAY	Site Update #1: May 1 Site Update #2: May 15	Newsletter Mailing #1: May 2 Newsletter Mailing #2: May 16
JUNE	Site Update #1: June 5 Site Update #2: June 19	Newsletter Mailing #1: June 6 Newsletter Mailing #2: June 20
JULY	Site Update #1: July 3 Site Update #2: July 17	Newsletter Mailing#1: July 5 Newsletter Mailing#2: July 18
AUGUST	Site Update #2: August 14	Newsletter Mailing #2: August 15
SEPTEMBER	Site Update #1: September 4 Site Update #2: September 18	Newsletter Mailing #1: September 5 Newsletter Mailing #2: September 19
OCTOBER	Site Update #1: October 2 Site Update #2: October 16	Newsletter Mailing #1: October 3 Newsletter Mailing #2: October 17
NOVEMBER	Site Update: November 13	Newsletter Mailing: November 14
DECEMBER	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/\$2,000; 1 month/\$1,200)

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)	\$2,000
Book Giveaway Promotion (1 month)	\$1,200
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 Ad (728x90) - 4 weeks	\$1,750
Banner Ad (728x90) - 2 weeks	\$1,000
Large Rectangle Ad (300x250) - 4 Weeks	\$1,500
Large Rectangle Ad (300x250) - 2 Weeks	\$850
Skyscraper Ad (160x600) - 4 Weeks	\$700
Skyscraper Ad (160x600) - 2 Weeks	\$350
Button Ad (300x80) - 4 weeks	\$300
Button Ad (300x80) - 2 weeks	\$200

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 Rates

Newsletter Banner Ad (468x120)	\$850
Newsletter Banner Ad (468x60)	\$750
Newsletter Graphic/Text Ad	\$550
Top Priority Placement	To Be Negotiated

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

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