

TEENREADS.COM offers teen readers aged 12-17 --- as well as the librarians, teachers, and booksellers that work with this age group --- reviews and excerpts of YA books, as well as adult titles that are appropriate for a teen audience. In 2009, Teenreads.com had an average of 245,000 unique visitors each month!

New for 2010! Starting in March 2010, Teenreads.com will be updated twice a month, giving you additional timing and placement opportunities for features, newsletters, and contests. Please refer to our 2010 Promotional Calendar for more details.

WHAT'S ON TEENREADS.COM:

- **NEW:** Teenreads.com Blog and Reader Q&A
- **NEW:** Special Feature or Series Feature/Book Giveaway Combo
- **NEW:** Bimonthly Newsletter Starting March 2010
- **NEW:** Teenreads.com Facebook Fan Page and Twitter via @Teenreads
- Thousands of Book Reviews and Excerpts, including Graphic Novels and Manga
- Author Biographies and Interviews
- Cool New Books Feature
- New in Paperback Feature
- Word of Mouth Feature
- Books Into Movies Feature
- Coming Soon Feature
- Contests and Giveaways
- Monthly Polls & Questions
- Book Club Resources
- Seasonal Features

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
Grab Bag of Books Contest	One Month	\$300
Add a Reading Group Guide	One Title	\$100
Writing a Reading Group Guide	One Title	\$650
Beach Bag of Books Promotion	Three Months	\$1,000
Book Club Contest	Two Month	\$2,500
Holiday Basket Promotion	7 Weeks	\$500
What to Give/What to Get Promotion	One Title	\$200
Newsletter Advertising	One Insertion	\$650
Advertising – Banner Ad (728 x 90 pixels)	One Month	\$1,500
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

Do you want to get your books in front of a teen audience? These promotions will help make that happen. During the month of a promotion, a featured title receives an average of over 142,000 home page views in addition to traffic on the feature page. All features are permanently archived on Teenreads.com.

Please note that all titles are subject to approval by Teenreads.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 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 (two newsletters) - graphic of cover, promo blurb & a link to the feature on Teenreads.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
- Author 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 & 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

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 pricing 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 Teenreads.com? Opt to update the series feature with About the Book information for the new title.

Length of Home Page Promotion: Two months • Cost: \$650

BOOK OR ADVANCE READING COPY GIVEAWAY/CONTEST

The promotion includes:

- Home Page Promotion - graphic of cover, promo blurb, excerpt & link to the feature on Teenreads.com
- Newsletter Advertising (two newsletters) - graphic of cover, promo blurb & a link to the feature on Teenreads.com
- To be eligible, entrants must correctly answer a question about the book after reading the excerpt.
Length of Promotion: Two months • Cost: \$2,500

***NEW SPECIAL 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

MONTHLY GRAB BAG OF BOOKS CONTEST

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:

- Home Page Promotion - graphic of cover, promo blurb, excerpt & link to the feature on Teenreads.com
- Newsletter Advertising (one newsletter) - graphic of cover, promo blurb & a link to the feature on Teenreads.com

Length of Promotion: One month • Cost: \$300 • Materials due three weeks before promotion launch

BEACH BAG OF BOOKS GIVEAWAY

When school is out, our readers look to Teenreads.com to fill them in on the hottest reads for summer. To this end, we have created the Beach Bag of Books Giveaway. From May 14 - July 14, our readers can enter to win one of five beach bags filled with summer essentials --- previous bags have included a beach towel, flip flops, a snow cone maker and more --- along with a collection of great books for summer. The feature is promoted on the homepage through Labor Day.

- Each of the books will be featured on the Teenreads.com Beach Bag of Books page with a graphic of the cover, copy about the book, an excerpt and a link to Amazon.com.
- Entrants must answer a question in order to enter (answer will be found reading the excerpts).
- Winners will be announced in the July edition of the Teenreads.com newsletter.
- The Teenreads.com contest will be promoted at least once in the Bookreporter.com newsletter.
- Cost: \$1,000 per title

Deadlines

- Content due by May 3rd: About the book, jacket image, and an excerpt.
- 5 copies of each book are due to Teenreads.com by May 10th.
- Promotion goes live May 14th. The promotion will remain live on the site (with the names of the winners) through September 6th.

READING GROUP RESOURCES FOR TEENS

Teen reading groups are becoming increasingly popular, and this audience is looking to our resource section 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 in the title and author sections and by genre in up to three categories.

Cost: \$100

Includes a two-month listing on the home page of Teenreads.com. Please note that the Teenreads.com guides are also linked from the Teen section on ReadingGroupGuides.com.

Writing a Reading Group Guide

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

Cost: \$650

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

Book Club Contest

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 (two newsletters) - graphic of cover, promo blurb & a link to the feature on Teenreads.com

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

CUSTOMIZED PROMOTIONS

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

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

HOLIDAY PROMOTIONS

HOLIDAY BASKET OF CHEER PROMOTION

Do you have a teen title to promote for the holidays? From November 12 – December 13, 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, a snow globe, and more. In 2009, we had over 2,900 entries!

- Each of the books will be featured on the Teenreads.com Holiday Page with a graphic of the cover, copy about the book, an excerpt and a link to Amazon.com.
- Entrants must answer a question in order to enter (answer will be found reading the excerpts).
- Winners will be announced in the December edition of the Teenreads.com newsletter.
- The Teenreads.com contest will be promoted at least once in the Bookreporter.com newsletter.
- Cost: \$500 per title

What’s involved?

- You supply 5 copies of each book and selected content, and we’ll take care of the rest.
- The promotion price includes the baskets with the holiday-themed items, as well as shipping charges.

Deadlines

- Commitment due by October 22nd
- Content due by October 29th: About the book, jacket image, and an excerpt.
- 5 copies of each book are due to Teenreads.com by October 5th.
- Promotion goes live November 12th. The promotion will remain live on the site (with the names of the winners) through January 4th.

Reserve early! The promotion is limited to 10 titles. In 2009, we sold out before the due date! (Titles are subject to approval by Teenreads.com for quality and appeal to our audience).

WHAT TO GIVE/WHAT TO GET HOLIDAY GIFT GUIDE

This annual gift guide features books teens will love to unwrap this holiday season! As added value, the titles are also promoted on the Bookreporter.com Holiday Gift Guide in the Teen category.

- Length of Promotion: November 12 – January 4
- Includes placement on the Teenreads.com home page and a feature in the Teenreads.com newsletter
- Cost: \$200 per title
- Commitment Due: October 22nd • Content Due: October 29th
- 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: 150,000 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: \$1,500

Side of Page Ad (150 x 240 pixels):

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

Impressions: 100,000 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 (125 x 125 pixels):

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

Impressions: 100,000 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 TEENREADS.COM NEWSLETTER

Showcase a book in the Teenreads.com newsletter. Includes a graphic of the cover, 75 words of text and a link to the review on Teenreads.com.

Length of Promotion: One insertion

Circulation: Over 12,300 subscribers and more than 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.**

ADDITIONAL OPPORTUNITY ON TEENREADS.COM

TEENREADS.COM BLOG

Launched in May 2008, the Teenreads.com Blog allows us to interact more directly with our readers and deliver timely book and author news on a more frequent basis. Updated daily, blog posts are open to anyone from YA authors to readers, editors to publicist, librarians to booksellers.

Blog posts give writers the opportunity to contribute pieces on a wide variety of topics that may be of interest to teen audiences free of charge. We are open to any contributions you may have.

Each blog post also features:

- Author Photo
- Cover Art
- Link to Author or Publisher Website

Reader Q&A

In addition to author pieces, our blog also features Q&As with Teenreads.com readers. Readers can share their thoughts on favorite writers, life-changing books, reading recommendations, and more by answering 3-5 questions from our list. Responses are posted on the Teenreads.com Blog every week. These blog posts are a great way to gain insight about our audience!

Marisa Emralino, our Editorial Coordinator, coordinates and edits the Teenreads.com Blog, so please write her at Marisa@bookreporter.com with any questions.

2010 PROMOTION CALENDAR

Note: All advertising on Teenreads.com is 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 20	Newsletter Mailing: January 22
FEBRUARY	Site Update: February 18	Newsletter Mailing: February 19
MARCH	Site Update #1: March 3 Site Update #2: March 17	Newsletter Mailing #1: March 5 Newsletter Mailing #2: March 19
APRIL	Site Update #1: April 6 Site Update #2: April 20	Newsletter Mailing #1: April 8 Newsletter Mailing #2: April 22
MAY	Site Update #1: May 5 Site Update #2: May 19	Newsletter Mailing #1: May 7 Newsletter Mailing #2: May 21
	Beach Bag of Books Giveaway begins May 14	
JUNE	Site Update #1: June 3 Site Update #2: June 17	Newsletter Mailing #1: June 7 Newsletter Mailing #2: June 21
JULY	Site Update #1: July 6 Site Update #2: July 20	Newsletter Mailing#1: July 8 Newsletter Mailing#2: July 22
AUGUST	Site Update #2: August 18	Newsletter Mailing #2: August 20
SEPTEMBER	Site Update #1: September 7 Site Update #2: September 21	Newsletter Mailing #1: September 9 Newsletter Mailing #2: September 23
OCTOBER	Site Update #1: October 6 Site Update #2: October 20	Newsletter Mailing #1: October 8 Newsletter Mailing #2: October 22
	Basket of Holiday Cheer Promotion commitment due October 22 What to Give/What to Get Gift Guide commitment due October 22	
NOVEMBER	Site Update: November 17	Newsletter Mailing: November 19
	What to Give/What to Get Gift Guide begins November 12 Basket of Holiday Cheer Promotion begins November 12	
DECEMBER	Site Update: December 15	Newsletter Mailing: December 17