

online opportunities 2009

Interactive advertising with Booklist Online and its companion e-newsletter, *REaD ALERT*, is a powerful way to extend your marketing message.

Booklist
ONLINE

booklistonline.com

The most trusted reviews in the industry, coupled with the best work-flow tools, make Booklist Online the most comprehensive service for selection, collection development, and readers' advisory.

BOOKLIST ONLINE STATS: 160,000 avg. visitors monthly
370,000 avg. page views monthly
3:01 avg. visit

SPONSORSHIP PRICING:

Top Full Banner Ad: 468 x 60	\$25 CPM
Vertical Banner: 120 x 240	\$25 CPM
Buttons: 125 x 125	\$15 CPM
Skyscraper: 120 x 600	\$20 CPM
Bottom Full Banner Ad: 468 x 60	\$1,000 per month

ADDITIONAL OPPORTUNITIES:

- Position Sponsorships:** Dominate a position for an entire month.
- Page Sponsorships:** Sponsor a specific page such as Book Group Buzz Blog, Likely Stories Blog, etc.
- Keyword Search Sponsorship:** Your ad appears depending on what is searched for, tied to subject, author, title, genre, and/or many other fields.

web



Booklist ONLINE **REaD**

Preview of a hand-picked selection of book reviews and features from *Booklist* and special Web-only content from Booklist Online delivered prior to each print issue. Thousands of qualified leads visit Booklist Online in response to articles in each *REaD ALERT*.

REaD ALERT STATS: 83,000 avg. e-mailed each issue
26% avg. open rate
11% avg. click-through rate

SPONSORSHIP PRICING:

AD SIZE	NUMBER OF ISSUES		
	1-11	12-19	20 (full sponsorship)
Top Horizontal Banner (468X60)	\$2,000	\$1,500	\$1,000
Top Right Vertical (120X240)	\$2,000	\$1,500	\$1,000
Horizontal Banner below the fold	\$1,500	\$1,000	\$750
Vertical Banner below the fold	\$1,500	\$1,000	\$750



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mechanical requirements

booklist online

- Minimum purchase — 20,000 impressions.
- All rates based on 30-day run.
- All CPM ads are subject to inventory.
- All ads are run-of-site unless otherwise specified on the insertion order.
- Most formats currently accepted.
- Dimensions and file sizes: 468 X 60 — 15k; 125 X 125 — 15k; 120 X 240 — 25k; 125 X 600 — 25k
- Frames and looping: Max frames 4, looping 3 times.
- Materials due: 5 business days prior to posting.
- Include click-through URL and mouse-over text with instructions.

read alert (e-newsletter)

- Most formats currently accepted. No rich media.
- Dimensions and file sizes: 468 X 60 — 15k; 120 X 240 — 25k;
- Frames and looping: Not recommended. Most email programs will not show animation.
- Materials due: 5 business days prior to mailing.
- Include click-through URL and mouse-over text with instructions.

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