



Max Rodriguez, Publisher & Founder  
QBR and the Harlem Book Fair

## Six Things to Know *Before* Advertising Your Book...*Anywhere*.

**1. Advertising is as important to the success of your book as is a good cover, good editing and a well-told story.** The distinct value you get from online advertising is readers can *immediately* respond to a call-to-purchase linked from your ad. Your ad can transport a reader *directly* to the check-out counter. Promotion and advertising is a *critical* part of the bookselling and audience development process.

**2. Good books are written, but bestsellers are made.** Your advertiser must be an *active* partner in the success of your book. Your advertiser should *want* to know your results because your results confirm the value of its offer. Make sure your advertiser is available to you both during *and* after your campaign.

**3. An advertiser cannot guarantee *your* results but he *can* guarantee *his* results.** You are not buying 'advertising'; you are buying exposure. It's a measurable world: the right advertiser will guarantee the number of times (impressions) and places your promotion will be seen.

**4. The right advertiser will offer you the maximum amount of exposure and at the lowest possible price.** You have invested good time and money in an editor, book cover, and printer. The right advertiser will walk your title into the marketplace in a way that sustains its own business while allowing you to grow yours.

**5. The right advertiser will have *many* PROVEN platforms from which to promote your book or product.** They will certainly have more than one promotional platform, but at least three. Know what they are and know where to find them. If you can't find them, chances are no one else can.

**6. The right advertiser will know *why* you are advertising, and will support you in reaching those goals.** Hint: the answer is *not* only to sell books!

**Congratulations on your work.** Thank you for entrusting QBR and the Harlem Book Fair with the promotion of your book and product. It is *always* our pleasure to introduce worthwhile books to our readers. If you have any questions, please email me at [mrod@qbr.com](mailto:mrod@qbr.com) or call 914.231.6778. I look forward to hearing from you. Please scroll down...

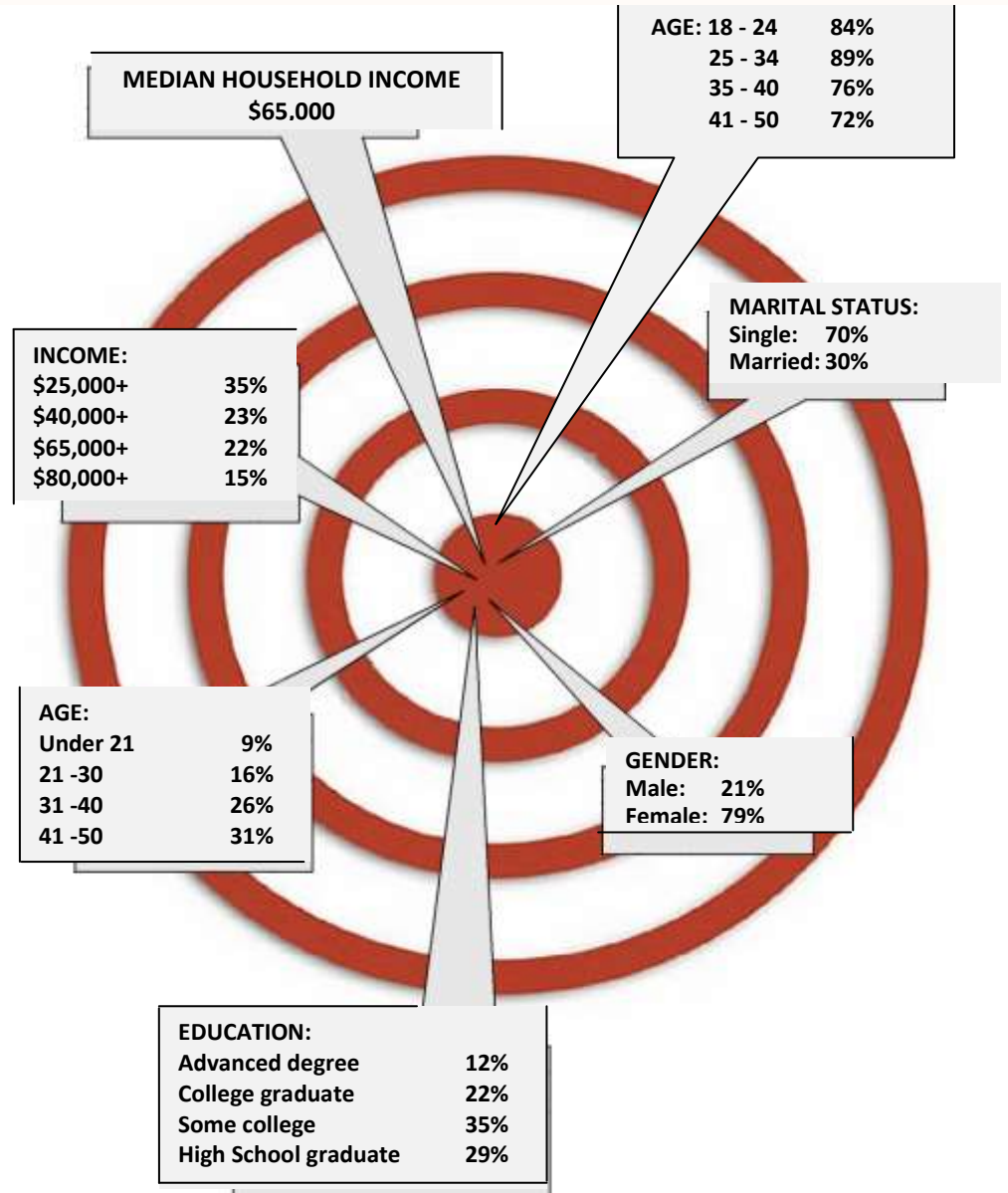
**Literary | Academic | Urban | Faith-based | Leisure | Readers  
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# QBR THE BLACK BOOK REVIEW

"...the African American book review of record."  
*Martin Arnold, New York Times Culture Critic*



**Literary**  
**Academic**  
**Urban**  
**Faith-based**  
**Leisure**  
**Readers**



**QBR The Black Book Review** ([www.QBR.com](http://www.QBR.com)) is an online book review site whose content is updated daily, ensuring active engagement with social media readers who consistently deliver your message forward. Founded in 1992, QBR is the first national book review exclusively dedicated to books about the African experience. It has been called "the African American book review of record" by *New York Times* Culture critic, Martin Arnold. In its pages you will find fiction, nonfiction, poetry, children's books, health and lifestyle management books - all that is current and worth your time to read.

QBR also produces the **Harlem Book Fair**, the largest African American book fair nationally, held annually in July, in New York City. The **Harlem Book Fair** features over 250 exhibit booths, four stages, celebrity authors, book selling, storytelling and a variety of musical entertainment. The program of activities includes author panel discussions that air live on C-Span's Book TV. We deliver our readers to the **Harlem Book Fair** through QBR, and deliver HBF attendees to you through QBR. Discounts for the **Harlem Book Fair** are available for QBR advertisers.

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## QBR & HBF / BANNER SPECIFICATIONS & AD RATES



Literary

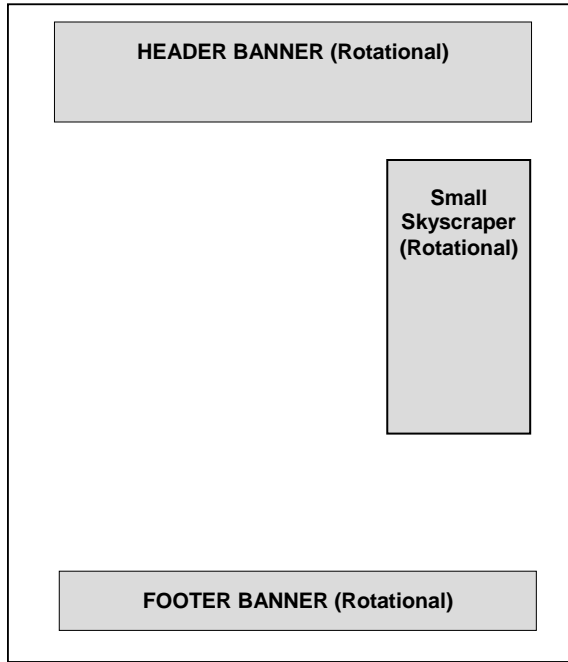
Academic

Urban

Faith-based

Leisure

Readers



**\*Advertising Materials:** All files saved as JPEG. Ads must meet both pixel and sizing requirements. Book jackets, if used, must be imbedded within the banner. **Display Ads in Word format will not be accepted.** Forward materials to [advertising@qbr.com](mailto:advertising@qbr.com).

Banners	Sizes @ 300 dpi*	1x Rate (30 days)
Header banner (On Home Page/ Rotational)	940 x 100	\$45.
Footer banner (On Home Page/ Rotational)	940 x 100	\$35.
Small Skyscraper (On Home Page/ Rotational)	120 x 240	\$30.
QBR/HBF Newsletter		\$25.

**FREQUENCY DISCOUNT: 4x -10%**

**All Advertising will appear and rotate throughout all website pages, including the Home page, ensuring maximum visibility and impressions.**

**Advertising design services are not included in above pricing. For design services, please see next page.**

### Advertising Closing Dates

<u>Featured Themes</u>	<u>Closing Date</u>	<u>Ad Material</u>	<u>Posting</u>
<b>JANUARY</b> – <i>Biography</i>	12/01/15	12/15/15	1/02/16
<b>FEBRUARY</b> – <i>Black History</i>	1/08/16	1/22/16	2/01/16
<b>MARCH</b> – <i>Women’s History</i>	2/05/16	2/19/16	3/01/16
<b>APRIL</b> – <i>Spring Books; Poetry</i>	3/04/16	3/18/16	4/01/16
<b>MAY</b> – <i>Art &amp; Fashion</i>	4/01/16	4/15/16	5/01/16
<b>JUNE</b> – <i>Music; Summer Reads</i>	5/06/16	5/20/16	6/01/16
<b>JULY</b> – <i>Harlem Book Fair</i>	6/03/16	6/17/16	7/01/16
<b>AUGUST</b> – <i>Travel &amp; Health</i>	7/01/16	7/15/16	8/01/16
<b>SEPTEMBER</b> – <i>Fall Books</i>	8/05/16	8/19/16	9/01/16
<b>OCTOBER</b> – <i>Cuisine Noir</i>	9/02/16	9/16/16	10/01/16
<b>NOVEMBER</b> – <i>Self Renewal</i>	10/07/16	10/21/16	11/01/16
<b>DECEMBER</b> – <i>Holiday Giving</i>	11/04/16	11/18/16	12/01/16

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**QBR The Black Book Review/Harlem Book Fair**

**Advertising Insertion Order** (Please submit individual insertion orders for each ad.)

Company/Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_ Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Title(s): \_\_\_\_\_ (list multiple titles on back)

**Check Size, Frequency, Placement and Cost:**

Banner Size	Pixels @ 300dpi	Frequency	Cost	
<input type="checkbox"/> Header Banner (Rotational)	938 x 116	<input type="checkbox"/> 1x ( <input type="checkbox"/> 4x -10%)	<input type="checkbox"/> \$45.	
<input type="checkbox"/> Footer Banner (Rotational)	938 x 116	<input type="checkbox"/> 1x ( <input type="checkbox"/> 4x -10%)	<input type="checkbox"/> \$35.	
<input type="checkbox"/> Small Skyscraper (Rotational)	120 x 240	<input type="checkbox"/> 1x ( <input type="checkbox"/> 4x -10%)	<input type="checkbox"/> \$30.	
<input type="checkbox"/> QBR Newsletter (eBlast to 20,000 opt-in QBR and Harlem Book Fair subscribers, 2x per month. Includes book jacket with short description, linked to your sales site.)			<input type="checkbox"/> \$25.	
<input type="checkbox"/> Social Media Marketing: Promotion through QBR & HBF Instagram & Pinterest.			<input type="checkbox"/> FREE	
<input type="checkbox"/> QBR Design Services (We will call you upon receipt of insertion order).			<input type="checkbox"/> \$49.	

I will advertise on (check applicable)  QBR/The Black Book Review  Harlem Book Fair  
 Both sites (add \$25 per month)

Check Placement:  Jan  Feb  Mar  Apr  May  Jun  
 July (Harlem Book Fair!)  Aug  Sep  Oct  Nov  Dec

Ad Insertion Deadline	Materials Due
By <b>Closing Date</b> of the month in which you want the ad to run (see Editorial Calendar).	By <b>Ad Materials date</b> of the month in which you want the ad to run (see Editorial Calendar).

Enter total amount enclosed, paid, or to be charged to credit card \$ \_\_\_\_\_

All campaigns are prepaid and one month in duration. If paid by check, please make payable to QBR/Harlem Book Fair and mail to QBR, PO Box 170, Hastings on Hudson, NY 10706. If you would like to speak with us, please call 914.231.6778. Email advertising material to advertising@qbr.com. Fax Insertion Order to 914.231.6981. We also accept payment on Paypal.com (QBR THE BLACK BOOK REVIEW).

Payment made through [www.paypal.com](http://www.paypal.com). Pay to advertising@qbr.com.

Credit Card orders can be faxed to 914.231.6981 or emailed to advertising @qbr.com. We accept VISA/MC/AMEX.

Name on Card: \_\_\_\_\_ Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Print name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Print name: \_\_\_\_\_ Date: \_\_\_\_\_

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### **QBR Advertising Design Services**

- All banner design (all sizes; color or black white): \$49.
  - Includes initial Design Consultation
- Initial Proof with book jacket and author photo, if desired
  - 2<sup>nd</sup> proof for final approval
- Ad posted and linked to book purchase site, as provided
  - Copy of ad (jpeg formatted)
  - 5 - 7 business day turnaround

### **ADVERTISING INSERTION ORDERS:**

advertising@qbr.com or 914.231.6981 (fax)

### **ADVERTISING MATERIALS:**

advertising@qbr.com

### **CONTACT**

**QBR/The Black Book Review**

**Advertising Sales & Editorial Office:**

**914.231.6778 (o)**

**advertising@qbr.com**

### **FORWARD BOOKS FOR REVIEW:**

**QBR**

**591 Warburton Avenue #170**

**Hastings on Hudson, NY 10706**

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