



**FaithfulReader.com is a community for Christian readers with book reviews, author interviews, interactive features, and much more.**

**WHAT'S ON FAITHFULREADER.COM:**

- Reviews of Christian Fiction titles
- Reviews of Christian Life titles
- Reviews of Marriage and Family Life titles
- Author Interviews
- Author Biographies
- Book Excerpts
- Lists of Award-winning Books
- Book Discussion Guides
- Special Holiday Round-ups:  
Easter, Mother's Day, Father's Day & Christmas
- Monthly Poll
- Monthly Question
- Monthly Contests
- Monthly Newsletter
- Word of Mouth Reader Forum

For more information contact  
Stephen Bedford ([Stephen@bookreporter.com](mailto:Stephen@bookreporter.com)) at 212-246-3100



## SPONSORED FEATURES

### **ABOUT THE BOOK PROMOTION: \$75**

About the Book descriptions engage readers to read your book. These will be archived.

**Includes:** One-month center page promotion, About the Book description, Author Bio/Photo\*

### **BOOK EXCERPT PROMOTION: \$100**

FaithfulReader.com will post excerpts of 750-2,000 words in length. These will be archived.

**Includes:** One-month center page promotion, About the Book description, Author Bio/Photo\*, Excerpt posting

### **READING GROUP GUIDE PROMOTION: \$200**

Post discussion questions for titles that are perfect for Christian book clubs. These will be archived.

**Includes:** One-month center page promotion, About the Book description, Author Bio/Photo\*, Excerpt posting, Reading Group Guide posting (guide will also be posted on ReadingGroupGuides.com at no additional charge)

### **AUTHOR TALK PROMOTION: \$350**

Author interviews can be provided by publishers, publicists, or authors themselves. Each interview will be archived after its month of publication.

**Includes:** One-month center page promotion, About the Book description, Author Bio/Photo\*, Interview, Excerpt posting

### **INSPIRATIONAL THOUGHT OF THE DAY PROMOTION: \$600**

These thoughts will be culled from devotional titles, inspirational titles or Scripture. They will be archived so readers can go back and read through them at their leisure. An entire 30 days worth of thoughts will be highlighted with a graphic of the cover and include a buy link.

**Includes:** 30 quotes that will change daily, spotlight in top-left corner of the homepage, About the Book description, Author Bio/Photo\*, Excerpt posting

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### **SPECIAL CONTESTS: BOOK OR SERIES GIVEAWAYS: \$750**

Build buzz by sponsoring a book giveaway. In the past, publishers have given away anywhere from 10 to 100 galleys or finished copies of a book to entire groups or individual winners. Please note that we will supply you with the name/address of the contest winners to mail the books.

**Includes:** One-month center page promotion, About the Book description, Author Bio/Photo\*, Excerpt posting

### **WORD OF MOUTH: \$500 TO SPONSOR**

Our Word of Mouth promotion is a special monthly feature in which readers submit their current reading recommendations and comments. Each month, we select one of the participating readers to receive a copy of the current prize titles. This is limited to TWO titles per month.

**Includes:** Prominent placement for the participating title on the sidebar of the homepage and select, highly trafficked interior pages as well as a special mention in the newsletter.

### **THE FOLLOWING COMPONENTS CAN BE ADDED TO THE FEATURES ABOVE À LA CARTE:**

- Special Contest: \$650
- Inspirational Thought of the Day: \$500
- Author Q&A/Faithful Fifteen: \$250
- Reading Group Guide Posting: \$100  
(guide will also be posted on ReadingGroupGuides.com at no additional charge)
- Author Bio/Photo posting: \$35  
(also includes one free update of existing bio information or photo during the same year)

\*All author photos/bios include one free update of existing bio information or photo during the same year



## WEBSITE ADVERTISING

### BANNER AD (468 X 60 PIXELS)

**Positioning:** Top of page

**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.

**Duration:** One month • Cost: \$1,000

### COLUMN AD (150 X 240)

**Positioning:** Right-hand column on home page and the right-hand or left-hand column of select highly trafficked interior pages of FaithfulReader.com.

**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.

**Duration:** One month • Cost: \$450



**Space Reservation Deadline:** At least 1 week prior to insertion. Subject to availability.

**Materials Deadline:** 1 week prior to insertion

## NEWSLETTER ADVERTISING

### BANNER AD (468 X 60 PIXELS)

**Positioning:** Top of Newsletter

**Creative Specs:** jpeg and gif are accepted. File size no larger than 50K. Ad is to be delivered ready for insertion. We will design your ad for an additional cost.

**Duration:** One insertion • Cost: \$750

### GRAPHIC AD

**Includes:** A graphic of book jacket or author photo, 50-75 words of text, and a link to a website, special feature or online retailer.

**Duration:** One insertion • Cost: \$500



**Space Reservation Deadline:** At least 1 week prior to insertion (newsletter is sent monthly). Subject to availability.

**Materials Deadline:** 1 week prior to insertion

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## 2010 PROMOTION CALENDAR

Note: All advertising on FaithfulReader.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. Reservations are due the 15<sup>th</sup> of the month preceding the promotion. Content is due by the 1<sup>st</sup> of the month of the promotion.

### MONTHLY SCHEDULE

Please note: Dates are approximate and subject to change

<b>JANUARY</b>	Website Update: Week of January 18 Newsletter Mailing: January 27
<b>FEBRUARY</b>	Website Update: Week of February 15 Newsletter Mailing: February 26
<b>MARCH</b>	Website Update: Week of March 15 Newsletter Mailing: March 26
<b>APRIL</b>	Website Update: Week of April 19 Newsletter Mailing: April 26
<b>MAY</b>	Website Update: Week of May 17 Newsletter Mailing: May 26
<b>JUNE</b>	Website Update: Week of June 21 Newsletter Mailing: June 28
<b>JULY</b>	Website Update: Week of July 19 Newsletter Mailing: July 28
<b>AUGUST</b>	Website Update: Week of August 16 Newsletter Mailing: August 27
<b>SEPTEMBER</b>	Website Update: Week of September 20 Newsletter Mailing: September 27
<b>OCTOBER</b>	Website Update: Week of October 18 Newsletter Mailing: October 27
<b>NOVEMBER</b>	Website Update: Week of November 15 Newsletter Mailing: November 26
<b>DECEMBER</b>	Website Update: Week of December 13 Newsletter Mailing: December 20