

TEENREADS.COM offers teen readers aged 12-17 reviews and excerpts of YA books, as well as adult titles that are appropriate for a teen audience. Teenreads.com's "Cool New Books" feature brings readers the latest releases every month. "Word of Mouth" is where teens weigh in and share what they are reading. Author interviews and biographies, as well as interactive features like monthly polls and questions, round out the content. In 2008, Teenreads.com had an average of 206,000 unique visitors each month!

WHAT'S ON TEENREADS.COM:

- Thousands of Book Reviews, including a Sections on Graphic Novels and Manga
- Updates on Favorite Teen Series Books
- Author Biographies Interviews
- Book Excerpts
- Reading Lists and Recommendations
- Books Into Movies
- Lists of Award-winning Books
- Information on How to Start and Maintain a Book Club
- Book Discussion Guides
- Monthly Poll
- Monthly Question
- Monthly Contests
- Monthly Newsletter
- Info About Events and Resources for Teen Readers
- Christian Fiction Reviews
- New in Paperback Feature
- Coming Soon Feature
- Expanded Reading Group Resources Section
- Seasonal Promotions
- Monthly Grab Bag of Books Contest

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
Grab Bag of Books Contest	One Month	\$300
Add a Reading Group Guide	One Title	\$100
Writing a Reading Group Guide	One Title	\$650
Promotion of Reading Group Title	Two Months	\$2,500
Holiday Basket Promotion	7 Weeks	\$500
Beach Bag of Books Promotion	Three Months	\$1,000
What to Give/What to Get Promotion	One Title	\$200
Newsletter Advertising	One Insertion	\$650
Advertising – Top of Page (728 x 90)	One Month	\$1,500
Advertising – Side of Page (150 x 240)	One Month	\$850
Advertising – Button Ad (125 x 125)	One Month	\$300

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 112,000 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
- Author Interview with 10 questions from Teenreads.com
- 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 PROGRAM

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

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 13-July 13, 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 up to 10 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

- Title submissions due to Teenreads.com by April 6th. Please specify the on-sale date for each title. Please include "Teenreads.com Beach Bag Promotion" on the outside of your package.
- Final selection and schedule from Teenreads.com by April 10th.
- Content due by May 1st: About the book, jacket image, and an excerpt.
- 5 copies of each book are due to Teenreads.com by May 6th.
- Promotion goes live May 13th. The promotion will remain live on the site (with the names of the winners) through September 7th.

Reserve early! The promotion is limited to 10 titles. In 2008 we sold out before the due date! (Titles are subject to approval by Teenreads.com for quality and appeal to our audience).

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

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 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 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 conduct a contest where teens are eligible to win up to 20 copies of a book for their book club.

The promotion includes:

- Newsletter advertising in two newsletters - Graphic of cover, promo blurb & link to the feature on Teenreads.com
- Home Page Promotion for two months - Graphic of cover, promo blurb & 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.

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

HOLIDAY PROMOTIONS

Do you have a teen title to promote for the holidays? From November 13 – December 14 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 2007, we had over 1,200 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 January 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

- Title submissions due to Teenreads.com by October 5th. Please specify the on-sale date for each title. Please include “Teenreads.com Holiday Promotion” on the outside of your package.
- Final selection and schedule from Teenreads.com by October 12th.
- Content due by October 19th: About the book, jacket image, and an excerpt.
- 5 copies of each book are due to Teenreads.com by October 19th.
- Promotion goes live November 13th. The promotion will remain live on the site (with the names of the winners) through January 6th.

Reserve early! The promotion is limited to 10 titles. In 2008 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 13 – January 6
- Includes placement on the Teenreads.com home page and a feature in the Teenreads.com newsletter
- Cost: \$200 per title
- Commitment Due: October 5th Content Due: October 19th
- Content Needed: A graphic of the book cover, 25 words of text and a link to your website



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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 (Note: Total impressions on Teenreads.com in an average month: 832,000)

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!

Duration: One Month

Cost: \$1,500

Side of Page Ad (150 x 240 pixels):

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

Impressions: 100,000 guaranteed impressions (Note: Total impressions on Teenreads.com in an average month: 832,000)

Duration: One Month

Cost: \$850

Button Ad (125 x 125 pixels)

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

Impressions: 100,000 guaranteed impressions (Note: Total impressions on Teenreads.com in an average month: 832,000)

Duration: One Month

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 (October 2008): 10,600 online subscribers; more than 2,800 read the newsletter online each month

Includes:

- Graphic of book jacket or author photo
- 75 words of text
- A link to a website, special feature or online retailer

Cost: \$650

ADVERTISING DEADLINES

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

Materials Deadline: 1 week prior to insertion



For more information, contact [Cristina Costales at Cristina@bookreporter.com](mailto:Cristina@bookreporter.com)
or call 212-246-3100.

2009 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.

MONTHLY SCHEDULE

JANUARY	Site Update: January 14	Newsletter Mailing: January 16
FEBRUARY	Site Update: February 11	Newsletter Mailing: February 13
MARCH	Site Update: March 11	Newsletter Mailing: March 13
APRIL	Site Update: April 15	Newsletter Mailing: April 17
MAY	Site Update: May 13	Newsletter Mailing: May 15
JUNE	Site Update: June 17	Newsletter Mailing: June 19
JULY	Site Update: July 15	Newsletter Mailing: July 17
AUGUST	Site Update: August 12	Newsletter Mailing: August 14
SEPTEMBER	Site Update: September 16	Newsletter Mailing: September 18
OCTOBER	Site Update: October 14	Newsletter Mailing: October 16
	Basket of Holiday Reading and Fun • Title Submissions Due: October 3	
	What to Give/What to Get Gift Guide • Commitment Due: October 10	
NOVEMBER	Site Update: November 11	Newsletter Mailing: November 13
	What to Give/What to Get Gift Guide begins November 13	
	Basket of Holiday Reading and Fun begins November 13	
DECEMBER	Site Update: December 9	Newsletter Mailing: December 11
	Basket of Holiday Reading and Fun runs	
	What to Give/What to Get Gift Guide runs	

Note: All dates are subject to change.



KIDSREADS.COM offers readers aged 6 - 12 reviews and excerpts of titles appropriate for this audience. Along with features like “Books into Movies” and “Cool New Books” (which highlights the latest releases every month), there are author interviews and biographies, polls and questions, trivia and word scrambles. We know kids are reading Harry (we have a special section devoted to the young wizard), but they’re also turning the pages of much more. In 2008, an average of 350,000 readers visited Kidsreads.com each month!

WHAT’S ON KIDSREADS.COM:

- Thousands of Book Reviews
- Features on Favorite Series Books
- Special Harry Potter Section
- Author Interviews
- Author Biographies
- Book Excerpts
- Reading Lists and Recommendations
- Books Into Movies
- Lists of Award-winning Books
- Information on How to Start and Maintain a Book Club
- Book Discussion Guides
- Trivia and Word Scrambles
- Monthly Poll
- Monthly Question
- Monthly Contests
- Monthly Newsletter
- Info About Events and Resources for Kidsreads.com Readers
- Coming Soon Feature
- New in Paperback Feature

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
Add a Reading Group Guide	One Title	\$100
Writing a Reading Group Guide	One Title	\$650
What to Give/What to Get Promotion	One Title	\$200
Newsletter Advertising	One Insertion	\$650
Advertising – Top of Page (728 x 90)	One Month	\$2,750
Advertising – Side of Page (150 x 240)	One Month	\$850
Advertising – Button Ad (125 x 125)	One Month	\$300



PROMOTIONS & FEATURES

These promotions will get your books in front of 6- to 12-year-old readers. During one month of a promotion, a featured title receives an average of more than 105,000 home page views, in addition to traffic on the feature page. All features are permanently archived on Kidsreads.com. Please note that all titles are subject to approval by Kidsreads.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 Kidsreads.com
- Review of the Book
- Book Excerpt
- Link to Author or Publisher Website
- Home Page Promotion - graphic of cover, promo blurb & link to the feature on Kidsreads.com
- Newsletter Advertising (two newsletters) - cover, promo blurb & link to the feature on Kidsreads.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/Photo
- Author Interview
- 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 & link to the feature on Kidsreads.com
- Newsletter Advertising (two newsletters) - cover, promo blurb & link to the feature on Kidsreads.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 details 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 Kidsreads.com? Opt to update the series feature with "About the Book" information for the new title.

Length of Home Page Promotion: Two months Features are permanently archived on Kidsreads.com
Cost: \$100

BOOK OR ADVANCE READING COPY GIVEAWAY PROGRAM

The promotion includes:

- Home Page Promotion – graphic of cover, promo blurb & link to the feature on Kidsreads.com
- Newsletter Advertising (two newsletters) – cover, promo blurb & link to the feature on Kidsreads.com

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

Please note that all titles are subject to approval by Kidsreads.com for quality and appeal to our audience.

READING GROUP RESOURCES FOR KIDS

Reading groups for kids are becoming increasingly popular, and our resource section has a ton of ideas for title selections. Get your book club picks noticed with these promotions.

Add a Guide

Add a guide to the searchable database in the title/author sections and by genre in up to three categories.

Cost: \$100

Includes a two-month listing on the home page of Kidsreads.com. Please note that the Kidsreads.com guides are also linked from the “Children’s Books” section on ReadingGroupGuides.com.

Writing a Discussion Guide

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

Cost: \$650

Includes a complimentary listing of the guide in the database and a one-time listing on the home page.

KIDSREADS.COM WHAT TO GIVE/WHAT TO GET HOLIDAY GIFT GUIDE

This annual gift guide features books kids will love to unwrap this holiday season! As added value, the titles are also promoted in the Bookreporter.com Holiday Gift Guide. Categories include: Picture Perfect: Picture Books, Splendid Series: Series Books for Kids, True Story: Non-Fiction for Kids, and Fantastic Fiction: Fiction for Kids.



- Length of Promotion: November 13 – January 6
- Includes placement on the Kidsreads.com home page and in the newsletter
- Cost: \$200 per title
- Commitment Due: October 5 Content Due: October 19
- Content Needed: A graphic of the book cover, 25 words of text and a link to your website

CUSTOMIZED PROMOTIONS

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

**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: 275,000 guaranteed impressions (Note: Total impressions on Kidsreads.com in an average month: 1.1 million)

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: \$2,750

Side of Page Ad (150 x 240 pixels):

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

Impressions: 200,000 guaranteed impressions (Note: Total impressions on Kidsreads.com in an average month: 1.1 million)

Duration: One Month

Cost: \$850

Button Ad (120 x 120 pixels)

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

Impressions: 200,000 guaranteed impressions (Note: Total impressions on Kidsreads.com in an average month: 1.1 million)

Duration: One Month

Cost: \$300

NEWSLETTER ADVERTISING

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

Length of Promotion: One insertion

Circulation (October 2008): 7,500 via email for kids; 1,500 for parents/approximately 2,000 readers read the newsletter online each month

Includes:

-Graphic of book jacket or author photo

-75 words of text

-A link to a website, special feature or online retailer

Cost: \$650

Deadlines

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



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



2009 PROMOTION CALENDAR AND PROMOTION OPPORTUNITIES

Note: All promotions and advertising on Kidsreads.com are subject to title approval. We work solely with traditionally published authors; no self-published titles are accepted for review or advertising.

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Be sure to book early. Space availability varies throughout the year.

MONTHLY SCHEDULE

JANUARY	Site Update: January 21	Newsletter Mailing: January 23
FEBRUARY	Site Update: February 18	Newsletter Mailing: February 20
MARCH	Site Update: March 18	Newsletter Mailing: March 20
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MAY	Site Update: May 20	Newsletter Mailing: May 22
JUNE	Site Update: June 24	Newsletter Mailing: June 26
JULY	Site Update: July 22	Newsletter Mailing: July 24
AUGUST	Site Update: August 19	Newsletter Mailing: August 21
SEPTEMBER	Site Update: September 23	Newsletter Mailing: September 25
OCTOBER	Site Update: October 21	Newsletter Mailing: October 23
NOVEMBER	Site Update: November 18	Newsletter Mailing: November 20 What to Give/What to Get Gift Guide begins November 13
DECEMBER	Site Update: December 9	Newsletter Mailing: December 11 What to Give/What to Get Gift Guide runs

Note: All dates are subject to change.