

BookBrowse Small Press Rate Card

Audience at a Glance

- Average weekly unique visitors: 100,000 (Google Analytics)
- Average weekly page views with ads: 200,000
- 91% women, 93% aged 35+
- 76% bachelors degree or higher
- 90% buy 1+ book/month, 54% buy 3+, 27% buy 6+
- 87% read 3+ books/month; 53% read 6+
- 67% recommend 3+ books each month
- 60% read ebooks, 31% frequently/always
- 54% in one or more book clubs (19% in multiple book clubs)

CPM = cost per thousand ad views. Minimum booking = 100k ad views.
All ad spaces can display rotating gif or Flash ads

300x250px:	\$7.00 CPM (\$6.50 for 300k+ ad views)
450x100px:	\$4.20 CPM (\$4.00 for 300k+ ad views)
300x100px	\$2.50 CPM (\$2.25 for 300k+ ad views)
160x600px	\$7.00 CPM (\$6.50 for 300k+ ad views)
160x240 px:	\$3.50 CPM (\$3.00 for 300k+ ad views)
160x160 px:	\$2.00 CPM (\$1.75 for 300k+ ad views)
2 week giveaway:	\$700 (gtd 300k minimum ad views, left border)

All ad positions are subject to availability. Actual position will be agreed at time of booking

Email Newsletter (max 2 ads per issue)

300x250 px or Skyscraper	\$350 (+\$150 for top ad)
440x125 px:	\$250
160x240 px:	\$150

(15,000 subscribers in May 2012, but guaranteed at 12,000 so as to allow for regular list cleaning)

Notes

- Search engine & spam bots are excluded from ad stats whenever identified (many sites do not do this; if we did not, our ad views & clicks would be 80%+ higher).
- Post-campaign reports include impressions & clicks by day; plus total visits & unique visitors (measured by Google Analytics); and screen captures. Real-time online ad stats are also available.
- Unique visitors counts visitors just once during a time period, irrespective of how many times they visit a website; whereas visits counts each individual visit, including repeat visits.

9/2012