

# QBR

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

# THE BLACK BOOK REVIEW



Literary

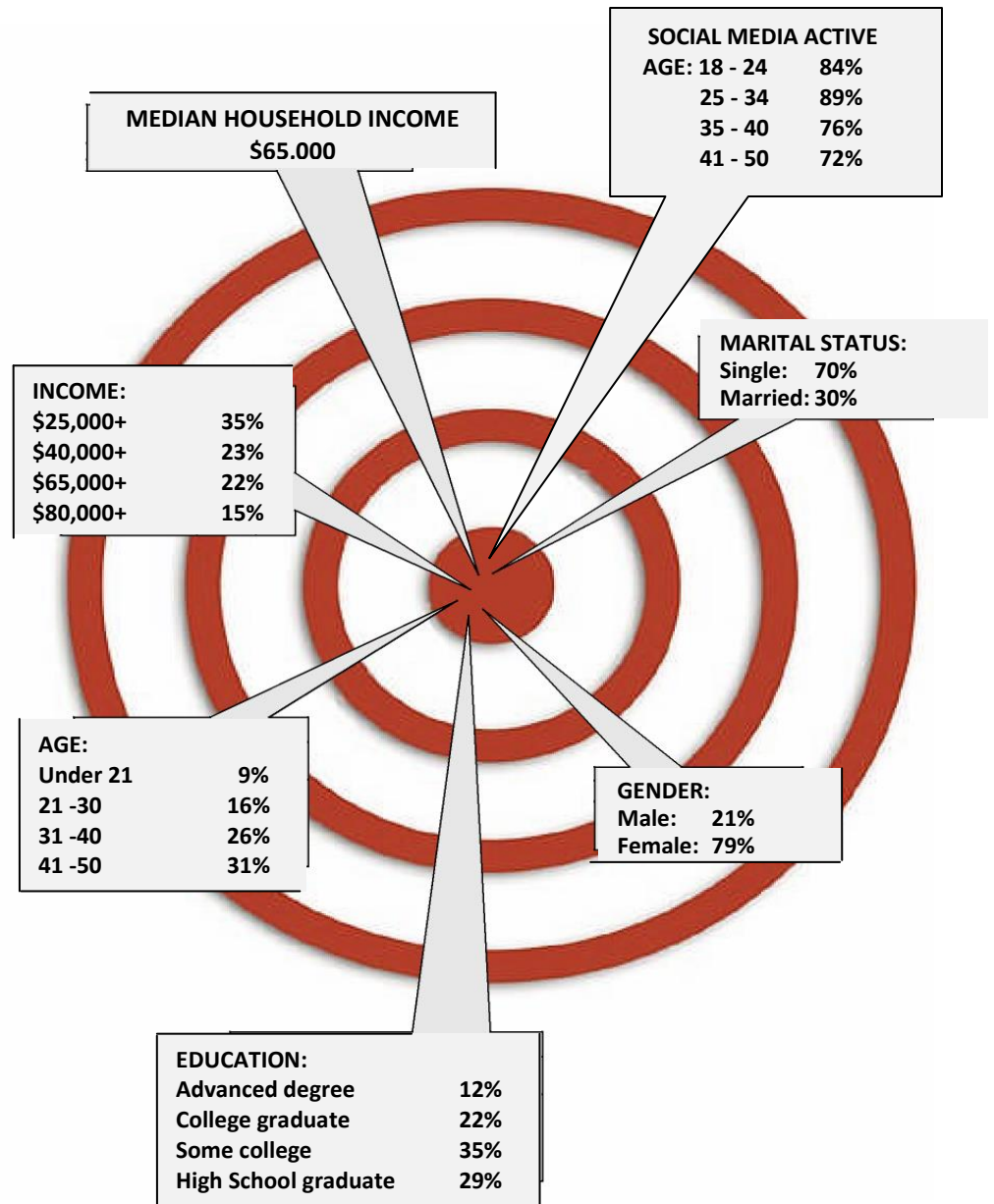
Academic

Urban

Faith-based

Leisure

Readers

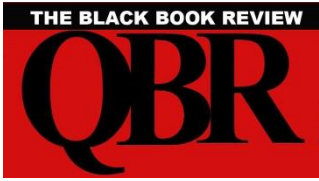


QBR The Black Book Review ([www.QBR.com](http://www.QBR.com)) is an online book review site whose content is updated daily, ensuring active engagement with social media readers who consistently deliver your message forward. Founded in 1992, QBR is the first national book review exclusively dedicated 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.

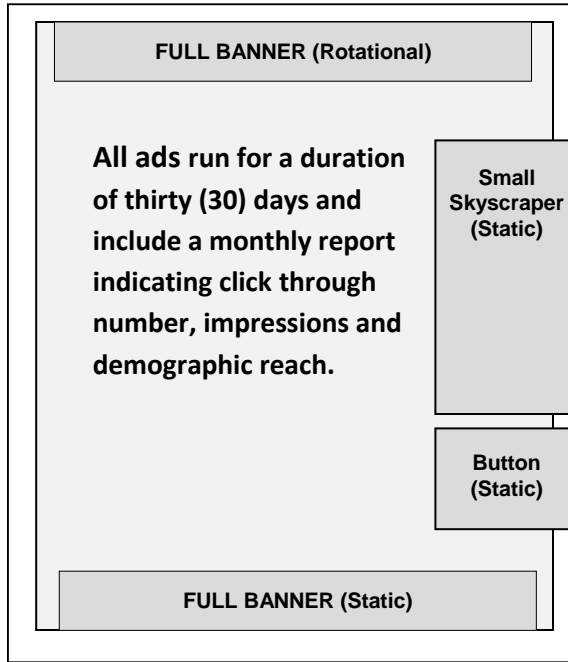
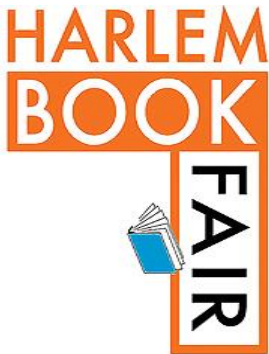
QBR also produces the **Harlem Book Fair**, the largest African American book fair nationally, held annually in July, in New York City. The **Harlem Book Fair** features over 250 exhibit booths, four stages, celebrity authors, book selling, storytelling and a variety of musical entertainment. The program 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.

**Literary | Academic | Urban | Faith-based | Leisure | Readers**  
**Targeting the Complete American-African Reader Lifestyle**

## 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).

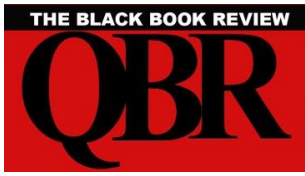
**Advertising design services not included in above pricing. For design services, please see next page.**

Banner Size	Pixels & Sizes @ 75 dpi*	1x Rate (30 days)
Full banner (On Home Page/ Above fold/ Rotational)	468 x 60	\$125.
Small Skyscraper (On Home Page/ Above fold/ Static)	120 x 240	\$150.
Small Skyscraper (On Home Page/ Below fold/ Static)	120 x 240	\$125.
Button (On Home Page/ Above fold/ Static)	120 x 90	\$95
Button (On Home Page/ Below fold/ Static)	120 x 90	\$75.
Full banner (On Home Page/ Below fold/ Static)	468 x 60	\$125.
<b>RUN OF SITE (placement on pages other than Home Page) 10% Discount</b>		
<b>FREQUENCY DISCOUNT:</b>		
<b>2X</b>	<b>3X</b>	<b>4+</b>
10%	15%	20%

### Advertising Closing Dates

<u>Featured Themes</u>	<u>Closing Date</u>	<u>Ad Material</u>	<u>Posting</u>
<b>JANUARY – <i>Biography</i></b>	12/01/14	12/15/14	1/02/15
<b>FEBRUARY – <i>Black History</i></b>	1/06/14	1/20/14	2/01/14
<b>MARCH – <i>Women’s History</i></b>	2/03/14	2/17/14	3/01/14
<b>APRIL – <i>Spring Books; Poetry</i></b>	3/03/14	3/17/14	4/01/14
<b>MAY – <i>Art &amp; Fashion</i></b>	4/02/14	4/14/14	5/01/14
<b>JUNE – <i>Music; Summer Reads</i></b>	5/05/14	5/19/14	6/01/14
<b>JULY – <i>Harlem Book Fair</i></b>	6/02/14	6/16/14	7/01/14
<b>AUGUST – <i>Travel &amp; Health</i></b>	7/02/14	7/14/14	8/01/14
<b>SEPTEMBER – <i>Fall Books</i></b>	8/04/14	8/11/14	9/01/14
<b>OCTOBER – <i>Cuisine Noir</i></b>	9/05/14	9/15/14	10/01/14
<b>NOVEMBER – <i>Self Renewal</i></b>	10/03/14	10/13/14	11/01/14
<b>DECEMBER – <i>Holiday Giving</i></b>	11/03/14	11/17/14	12/01/14

**Literary | Academic | Urban | Faith-based | Leisure | Readers**  
**Targeting the Complete American-African Reader Lifestyle**



**Literary**

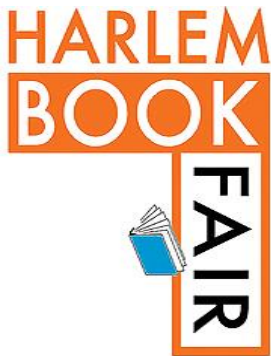
**Academic**

**Urban**

**Faith-based**

**Leisure**

**Readers**



### **QBR Advertising Design Services**

- All banner design (all sizes; color or black white): \$89.
  - 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.

### **QBR/ HBF MEDIA / CONTACT US**

#### **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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# QBR The Black Book Review/Harlem Book Fair Advertising Insertion Order

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

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

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

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

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

## Check Size, Frequency and Placement:

Banner Size	Pixels @ 72dpi	Frequency	Placement	Cost
<input type="checkbox"/> Full Banner (Rotational)	468 x 60	<input type="checkbox"/> 1x	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS*	\$125.
<input type="checkbox"/> Full Banner (Static)	468 x 60	<input type="checkbox"/> 2x (-10%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	\$125.
<input type="checkbox"/> Small Skyscraper (Static)	120 x 240	<input type="checkbox"/> 3x (-15%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	\$150.
<input type="checkbox"/> Button (Static)	120 x 90	<input type="checkbox"/> 4x (-20%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	\$ 95.
*ROS (Run of Site) Any page other than homepage. Take an additional 10% discount.				
<input type="checkbox"/> QBR Design Services (We will call you upon receipt of insertion order).				\$ 89.

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 by Paypal.com (advertising@qbr.com).**

Payment made through www.paypal.com.

X \_\_\_\_\_  
**Authorizing Signature** **Date**

**Credit Card orders can be faxed to 914.231.6981. We accept VISA/MC/AMEX.**

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

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

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 Targeting the Complete African American Reader Lifestyle**