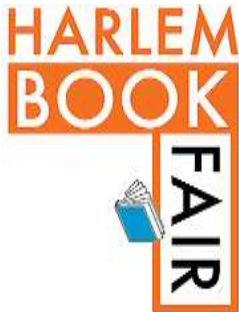


QBR

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

THE BLACK BOOK REVIEW



Literary

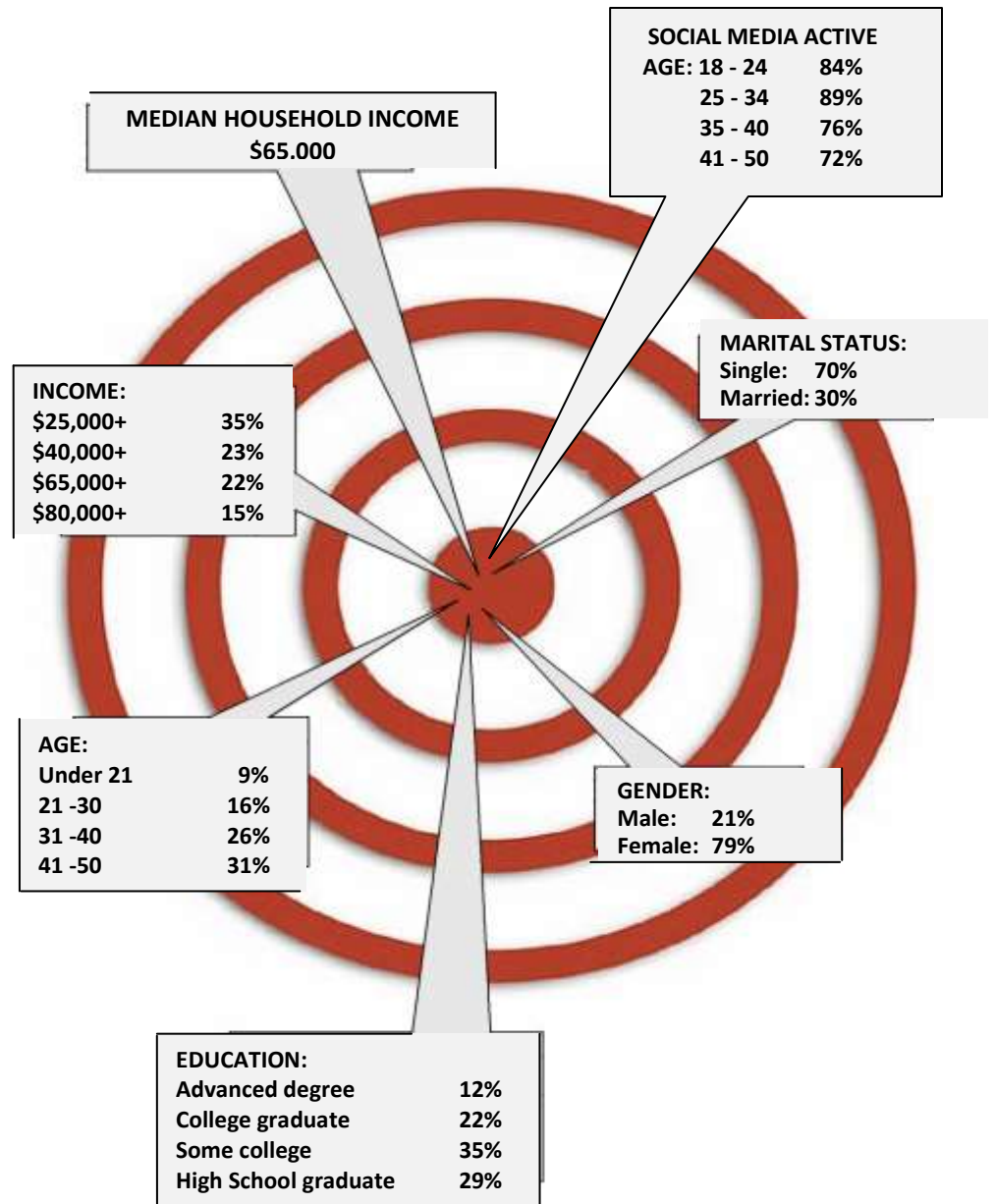
Academic

Urban

Faith-based

Leisure

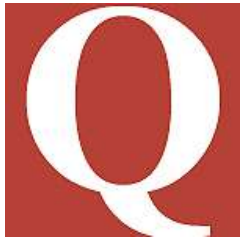
Readers



QBR The Black Book Review (www.QBR.com) 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
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Literary

Academic

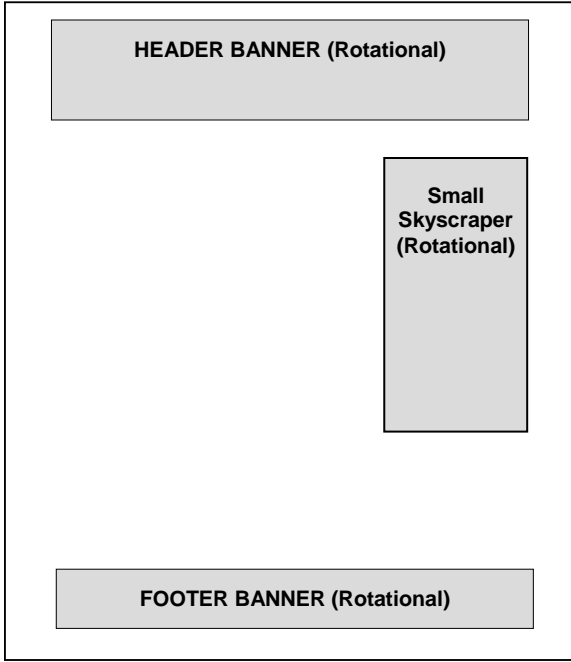
Urban

Faith-based

Leisure

Readers

QBR & HBF / BANNER SPECIFICATIONS & AD RATES



***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.

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>
JANUARY – <i>Biography</i>	12/01/15	12/15/15	1/02/16
FEBRUARY – <i>Black History</i>	1/08/16	1/22/16	2/01/16
MARCH – <i>Women’s History</i>	2/05/16	2/19/16	3/01/16
APRIL – <i>Spring Books; Poetry</i>	3/04/16	3/18/16	4/01/16
MAY – <i>Art & Fashion</i>	4/01/16	4/15/16	5/01/16
JUNE – <i>Music; Summer Reads</i>	5/06/16	5/20/16	6/01/16
JULY – <i>Harlem Book Fair</i>	6/03/16	6/17/16	7/01/16
AUGUST – <i>Travel & Health</i>	7/01/16	7/15/16	8/01/16
SEPTEMBER – <i>Fall Books</i>	8/05/16	8/19/16	9/01/16
OCTOBER – <i>Cuisine Noir</i>	9/02/16	9/16/16	10/01/16
NOVEMBER – <i>Self Renewal</i>	10/07/16	10/21/16	11/01/16
DECEMBER – <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 Closing Date of the month in which you want the ad to run (see Editorial Calendar).	By Ad Materials date 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. 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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Literary

Academic

Urban

Faith-based

Leisure

Readers

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
 - 2nd 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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