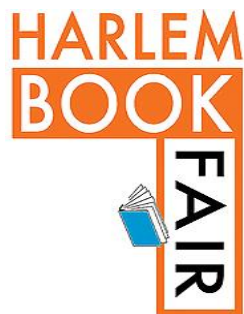


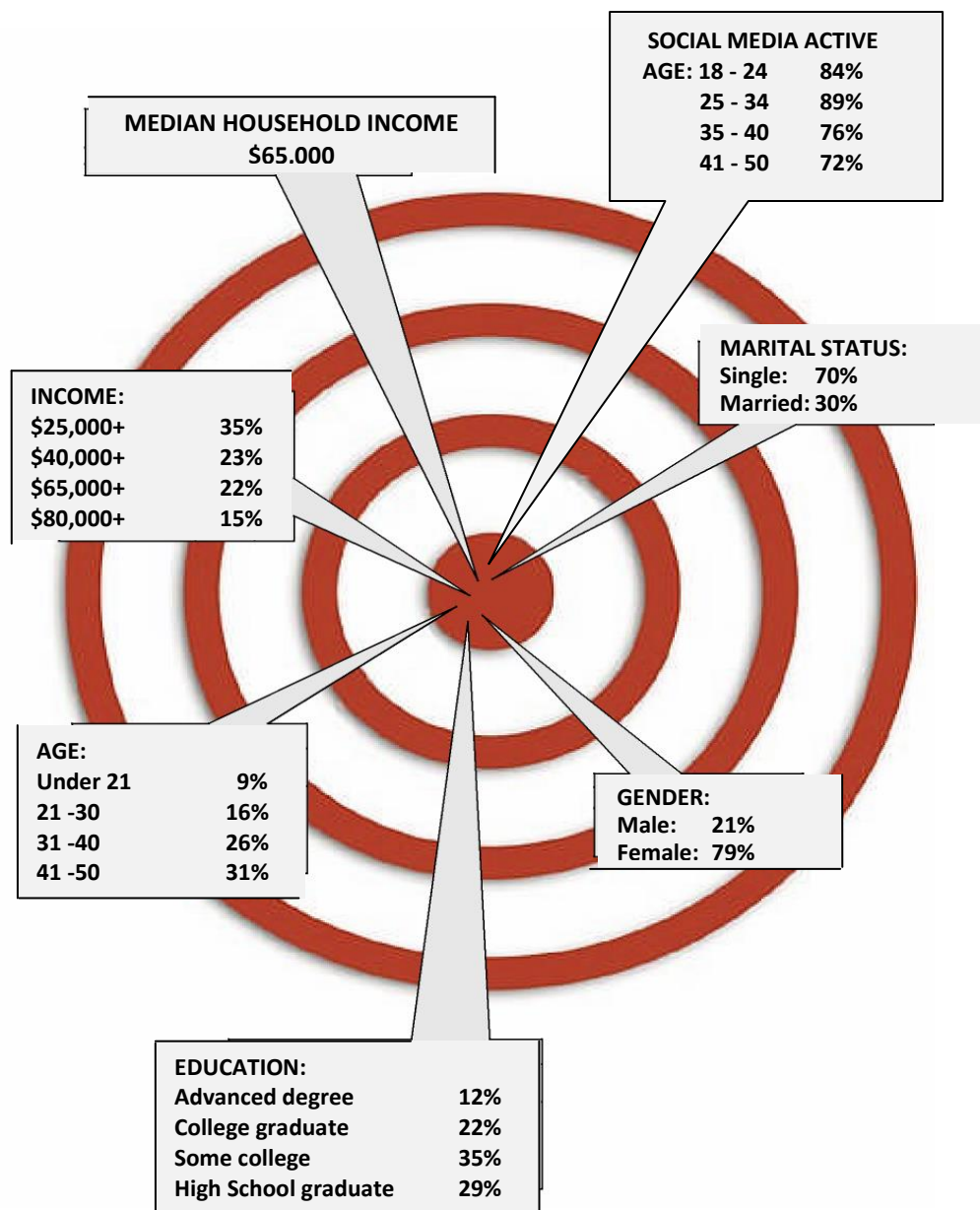
QBR

*"...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

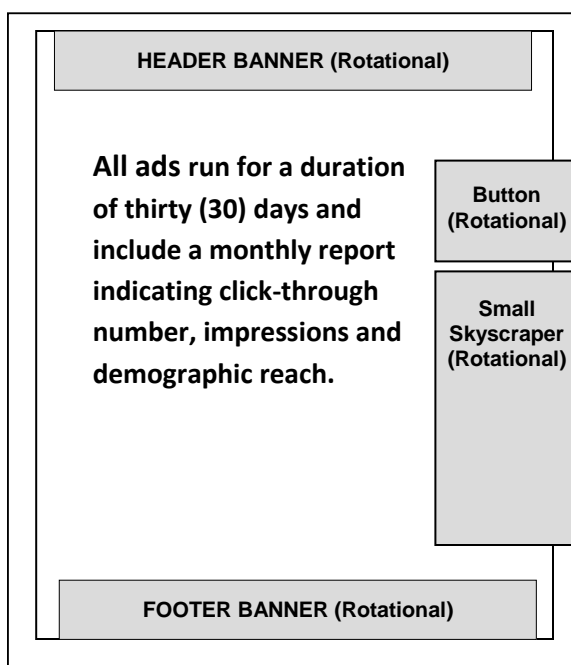
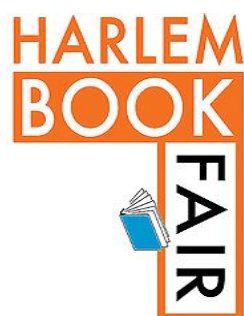


QBR The Black Book Review (www.QBR.com) is an online book review site whose content is updated daily, ensuring active engagement with social media readers who consistently deliver your message forward. Founded in 1992, **QBR** is the first national book review exclusively dedicated to books about the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

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QBR & HBF / BANNER SPECIFICATIONS & AD RATES



Banner Size	Pixels & Sizes @ 75 dpi*	1x Rate (30 days)
Header banner (On Home Page/ Rotational)	938 x 116	\$150.
Footer banner (On Home Page/ Rotational)	938 x 60	\$125.
Small Skyscraper (On Home Page/ Rotational)	120 x 240	\$115.
Button (On Home Page/ Rotational)	120 x 90	\$95.
RUN OF SITE (placement on pages other than Home Page) 10% Discount		
FREQUENCY DISCOUNT:		
2X	3X	4+
10%	15%	20%

***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.

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

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Advertising Closing Dates

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

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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 Header Banner (Rotational)	938 x 116	<input type="checkbox"/> 1x	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS*	<input type="checkbox"/> \$150.
<input type="checkbox"/> Full Footer Banner (Rotational)	938 x 90	<input type="checkbox"/> 2x (-10%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	<input type="checkbox"/> \$125.
<input type="checkbox"/> Small Skyscraper (Rotational)	120 x 240	<input type="checkbox"/> 3x (-15%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	<input type="checkbox"/> \$115.
<input type="checkbox"/> Button (Rotational)	120 x 90	<input type="checkbox"/> 4x (-20%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	<input type="checkbox"/> \$ 95.
<input type="checkbox"/> QBR Design Services (We will call you upon receipt of insertion order).				<input type="checkbox"/> \$ 89.
<input type="checkbox"/> QBR Newsletter (sent within our e-news mailing to 20,000 opt-in QBR readers)				<input type="checkbox"/> \$ 50.
*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).				<input type="checkbox"/> \$ 89.

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.

X _____

Authorizing Signature

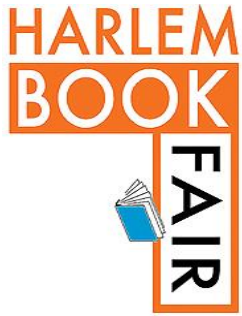
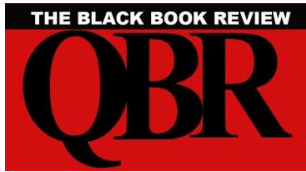
Date

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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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
 - 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

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Readers

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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