A close-up portrait of a Black woman with long, dark, wavy hair, smiling warmly at the camera. She is wearing a dark top and a necklace with a cross pendant. The background is a soft, out-of-focus brick wall.

THE BLACK BOOK REVIEW

**QBR**

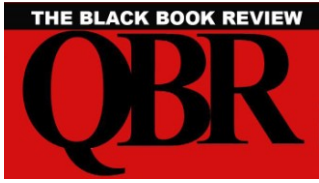
MEDIA KIT / JANUARY – DECEMBER 2012

**2012**

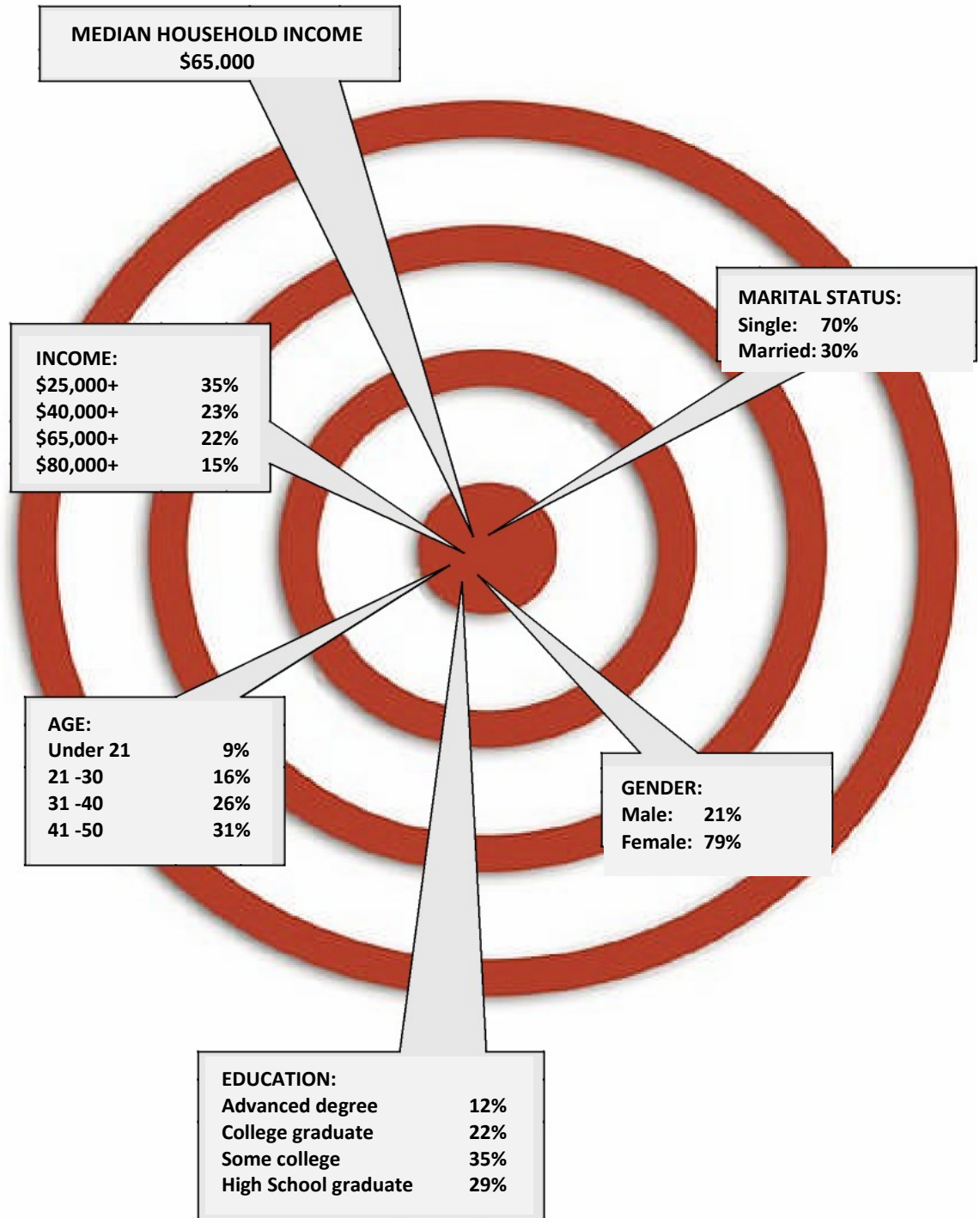
**QBR MEDIA KIT**

**Kimbala Lawson Roby**  
*I Write by Faith*

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



**Literary**  
**Urban**  
**Professional**  
**Faith-based**  
**Leisure**  
**Digital Readers**



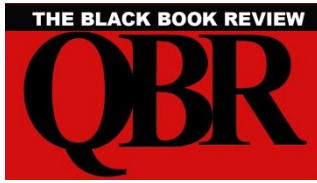
Founded in 1992, **QBR** is the first national book review exclusively dedicated to books about the African experience and has been called "the African American book review of record" by the *New York Times*. In its pages you will find fiction, nonfiction, poetry, children's books, health and lifestyle 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 New York City and throughout the United States. 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.

In the wings there are hundreds of talented and committed writers who only need "the word" spread about their work. **QBR** and the **Harlem Book Fair** will be the final word on books by and about the black experience.

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**Targeting the Complete African American Reader Lifestyle**

## QBR MEDIA / MAGAZINE ADVERTISING RATES



Literary

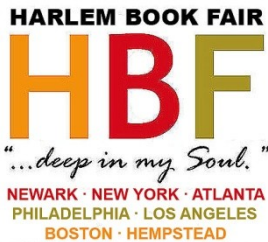
Urban

Professional

Faith-based

Leisure

Digital Readers



Full Page		1/3 Vert.	2/3 Square
1/6 Vert.	2/3 Vertical	1/2 Horizontal	

**\*Advertising Materials:** Hi-res PDF or files saved as JPEG. Ads must meet both pixel and sizing requirements. **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 call QBR ad rep.

### AD SPECIFICATIONS

Page Size	Pixels & Sizes@ 200 dpi*	1x Rate
Full Page	1650 x 2050p 8.25" x 10.25"	\$350.
2/3 Page (v)	1100 x 2050p 5.5" x 10.25"	\$300
2/3 Page (sq.)	1100 x 1100p 5.5" x 5.5"	\$300
1/2 Page (h)	1650 x 1050p 8.25" x 5.25"	\$225
1/3 Page (v) <i>full col.</i>	550 x 2050p 2.75" x 10.25"	\$175.
1/6 Page (v) print ad, plus linked, 30 day website book jacket banner ad	550 x 1050p 2.75" x 5.25" (print ad). 105 x 144 @ 72dpi banner ad	\$150.
1/6 Page (v)	550 x 1050p 2.75" x 5.25"	\$100.
<b>New &amp; Recent Releases</b>	<b>300 x 450p @ 300dpi</b> 1" x 1.5"	\$35.

**Readers Market** \$25.00 (6 words per line, max.) **5 lines min. Text only.** Ads in Word or text format. Images not accepted.

**New & Recently Released: Book jacket jpeg specs:** 300p x 450p @ 300dpi. 5 lines max. Text submitted in Word or text format. (7 words per line, max.)

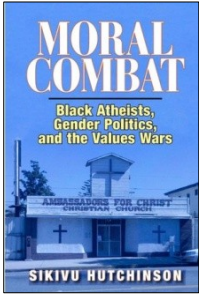
### Magazine Advertising Closing Dates

Cover	Closing Date	Ad Material	On Sale
<b>JANUARY / FEBRUARY</b> <i>Black History</i>	11/30/11	12/17/11	1/01/12
<b>MARCH / APRIL</b> <i>Spring Books / HBF - Newark</i>	1/28/12	2/11/12	3/01/12
<b>MAY / JUNE</b> <i>Summer Reading</i>	4/02/12	4/14/12	5/01/12
<b>JULY / AUGUST</b> <i>Harlem Book Fair</i>	6/02/12	6/14/12	7/01/12
<b>SEPTEMBER / OCTOBER</b> <i>Fall Books</i>	8/04/12	8/11/12	9/01/12
<b>NOVEMBER / DECEMBER</b> <i>Holiday Gifts</i>	10/02/12	10/13/12	11/01/12

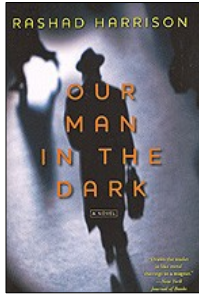
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# SAMPLE PAGE

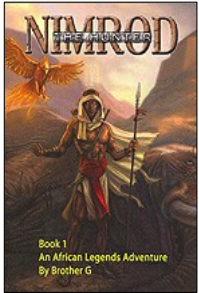
## NEW AND RECENTLY RELEASED



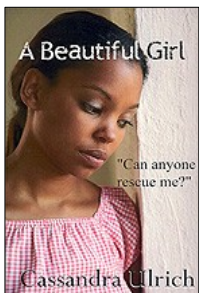
**Moral Combat**  
Black Atheists, Gender Politics,  
and the Value Wars  
**Sikivu Hutchinson**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



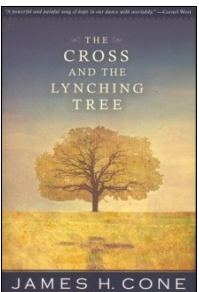
**Our Man In The Dark**  
A Novel  
**Rashad Harrison**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



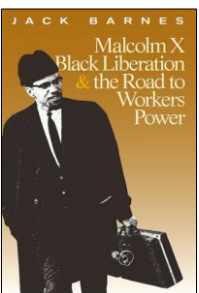
**Nimrod the Hunter**  
An African Legends Adventure  
**Brother G**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



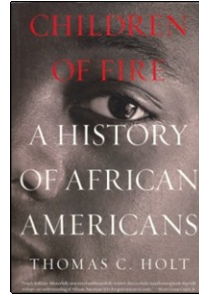
**A Beautiful Girl**  
A Novel  
**Cassandra Ulrich**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



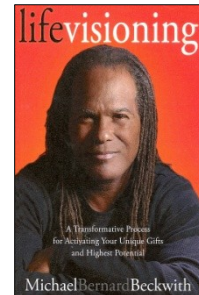
**The Cross and the Lynching Tree**  
Black Atheists, Gender Politics,  
and the Value Wars  
**James H. Cone**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



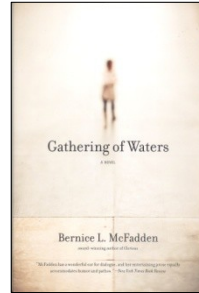
**Malcolm X, Black Liberation & the Road to  
Workers Power**  
**Jack Barnes**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max. Text  
submitted in Word or text format. (7 words per  
line, max.)



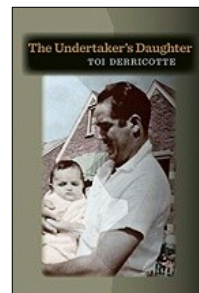
**Children of Fire**  
A History of African Americans  
**Thomas C. Holt**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



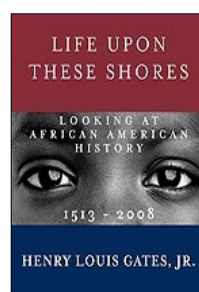
**Life visioning**  
**Michael Bernard Beckwith**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



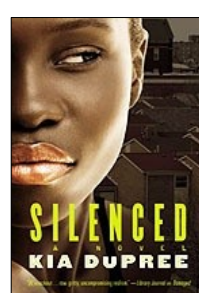
**Gathering of Water**  
A Novel  
**Bernice L. McFadden**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max. Text  
submitted in Word or text format. (7 words per  
line, max.)



**The Undertaker's Daughter**  
**Toi Derricotte**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max.  
Text submitted in Word or text format. (7  
words per line, max.)



**Life Upon These Shores**  
Looking At African American History  
**Henry Louis Gates, Jr.**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max. Text  
submitted in Word or text format. (7 words  
per line, max.)



**Silenced**  
A Novel  
**Kia Dupree**  
978-1-4563-8221-4 \$14.95  
**New & Recently Released: Book jacket jpeg**  
specs: 300p x 450p @ 300dpi. 5 lines max. Text  
submitted in Word or text format. (7 words per  
line, max.)





## QBR MEDIA / MAGAZINE ADVERTISING RATES



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**Leisure**

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**QBR The Black Book Review / Editorial Office:**

**914.231.6778 (o)**

**914.231.6981 (f)**

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