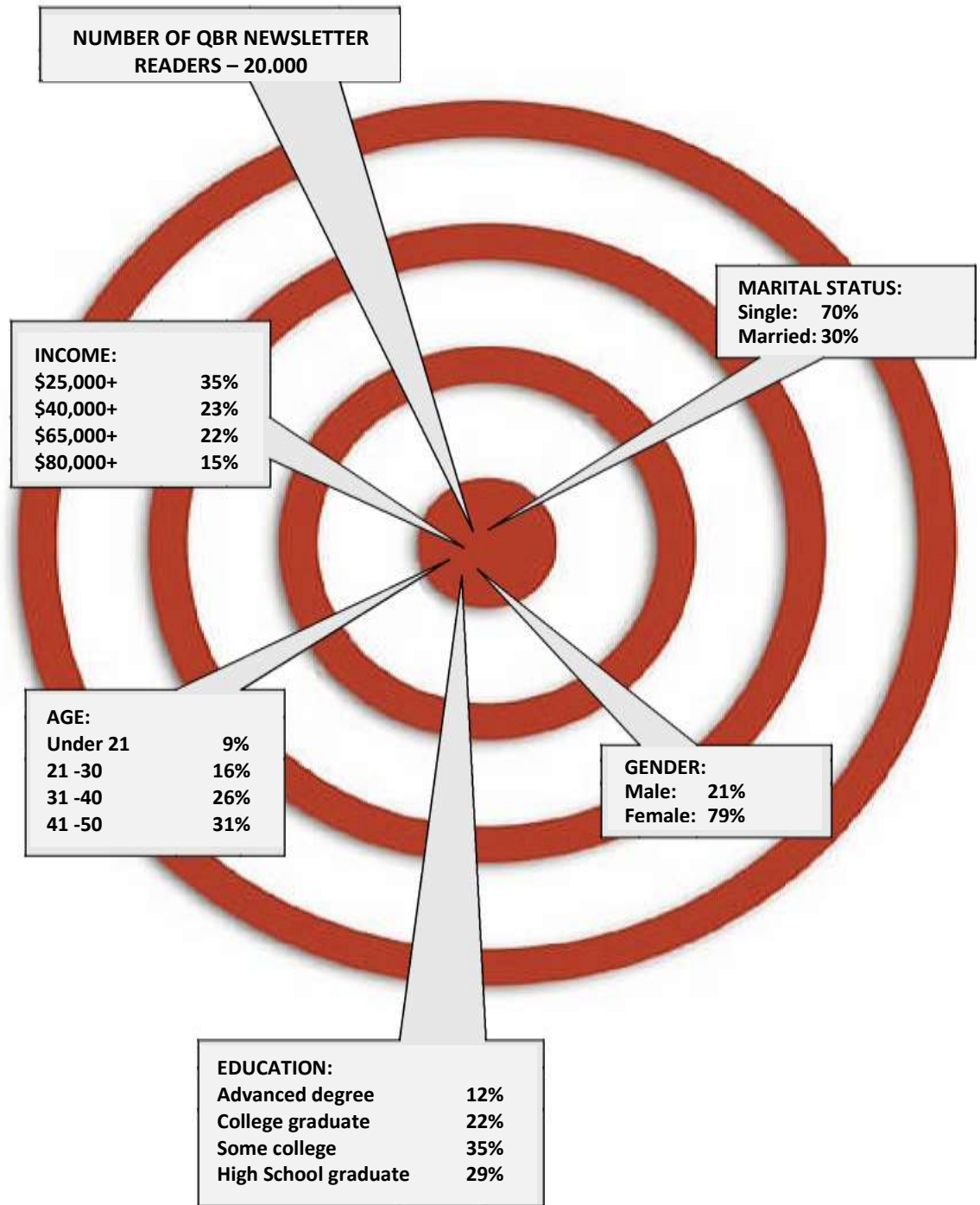


# QBR & HARLEM BOOK FAIR ADVERTISING RATES and SCHEDULE 2014



**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.

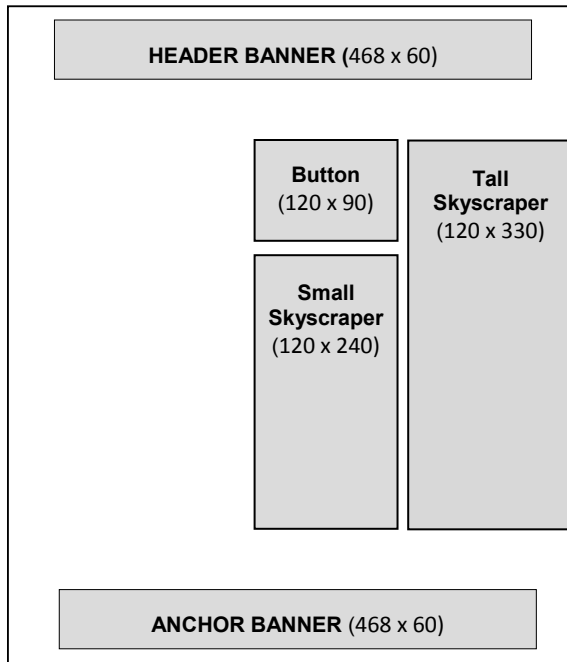
**Literary | Academic | Urban | Faith-based | Leisure | Readers**  
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## QBR MEDIA / BANNER ADVERTISING RATES



**\*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](mailto:advertising@qbr.com).

Advertising design services not included in above pricing. For design services, please call QBR.

### BANNER AD SPECIFICATIONS

Banner Size	Pixels & Sizes @ 75 dpi*	1x Rate (30 days)
Header banner (On Home Page/ Above fold/)	938 x 116	\$175.
Anchor banner (On Home Page/ Below fold/)	938 x 116	\$150.
Button (On Home Page and ROS*)	120 x 90	\$95.
Small Skyscraper (On Home Page and ROS*)	120 x 240	\$110.
Tall Skyscraper (On Home Page and ROS*)	120 x 330	\$125.

**\*RUN OF SITE (free additional placement on internal QBR site pages).**

#### FREQUENCY DISCOUNT:

2X	3X	4+
10%	15%	20%

**ADDITIONAL FREE VALUE:**  
**ALL ADVERTISED BOOKS ARE REVIEWED AND PROMOTED TO OUR E-LIST OF 20,000 WEEKLY NEWSLETTER READERS.**

### Advertising Closing Dates

<u>Featured Themes</u> (All books promoted every month.)	<u>Closing Date</u>	<u>Ad Material Due Date</u>	<u>Posting</u>
<b>JANUARY</b> – <i>Biography</i>	11/30/13	12/19/13	1/01/14
<b>FEBRUARY</b> – <i>Black History</i>	1/4/14	1/24/14	2/01/14
<b>MARCH</b> – <i>Women’s History</i>	1/31/14	2/13/14	3/01/14
<b>APRIL</b> – <i>Spring Books; Poetry</i>	3/02/14	3/13/14	4/01/14
<b>MAY</b> – <i>Art &amp; Fashion</i>	4/01/14	4/17/14	5/01/14
<b>JUNE</b> – <i>Music; Summer Reads</i>	5/02/14	5/17/14	6/01/14
<b>JULY</b> – <i>Harlem Book Fair</i>	6/02/14	6/13/14	7/01/14
<b>AUGUST</b> – <i>Travel &amp; Health</i>	7/02/14	7/14/14	8/01/14
<b>SEPTEMBER</b> – <i>Fall Books</i>	8/01/14	8/13/14	9/01/14
<b>OCTOBER</b> – <i>Home &amp; Comfort</i>	9/02/14	9/12/14	10/01/14
<b>NOVEMBER</b> – <i>Self Renewal</i>	10/02/14	10/16/14	11/01/14
<b>DECEMBER</b> – <i>Holiday Giving</i>	11/03/14	11/14/14	12/01/14

**Literary | Academic | Urban | Faith-based | Leisure | Readers**  
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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: \_\_\_\_\_ (list multiple titles on back)

**Check Size, Frequency and Placement:**

Banner Size	Pixels @ 72dpi	Frequency	Placement	Cost
<input type="checkbox"/> Header Banner	938 x 116	<input type="checkbox"/> 1x	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS*	\$175.
<input type="checkbox"/> Anchor Banner	938 x 116	<input type="checkbox"/> 2x (-10%)	<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.
<input type="checkbox"/> Small Skyscraper	120 x 240	<input type="checkbox"/> 3x (-15%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	\$110.
<input type="checkbox"/> Tall Skyscraper	120 x 330	<input type="checkbox"/> 3x (-15%)	<input type="checkbox"/> Home Page <input type="checkbox"/> ROS	\$125.
*RUN OF SITE (free additional placement on internal QBR site pages).				
<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 through Paypal (www.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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## **QBR MEDIA / CONTACT US**

**Literary**

**Academic**

**Urban**

**Faith-based**

**Leisure**

**Readers**

### **ADVERTISING INSERTION ORDERS:**

advertising@qbr.com

### **ADVERTISING MATERIALS:**

advertising@qbr.com

### **CONTACT**

**QBR/The Black Book Review**

**Advertising Sales & Editorial Office:**

**914.231.6778 (o)**

**914.231.6981 (f)**

### **FORWARD BOOKS FOR REVIEW:**

**QBR**

**591 Warburton Avenue #170**

**Hastings on Hudson, NY 10706**



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