

ShelfAWARENESS

enlightenment for readers



2015 RATE KIT

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Shelf **AWARENESS** ^{PRO}

daily enlightenment for the book trade

For the book trade:

This free e-mail newsletter is dedicated to helping people in the book industry make smart decisions about buying, selling and lending books.

Background: Shelf Awareness was created to provide a range of people in the industry—booksellers, librarians, book buyers at nontraditional stores, members of the media, marketers, salespeople, publishers and others—with essential information for their businesses. They needed news about new titles, books getting buzz in the media, author appearances on major shows, movie tie-ins, sleepers, news about the business, tips on how to sell, etc. We began publishing in June of 2005, following a successful launch at BEA. We publish each weekday, first thing in the morning. Our readers tell us they like to “have their morning coffee” with us.

Shelf Awareness is published by John Mutter and Jenn Risko. John was the longtime executive editor of bookselling at *Publishers Weekly* and executive editor of the former *PW Daily for Booksellers*; Jenn worked in sales, marketing and management positions with publishers large and small, such as Rand McNally, *Insiders' Guides* and the National Academies Press.

“[Shelf Awareness] has become such an essential part of our daily reading, a touchstone to what is happening in the world of bookselling! Congratulations on creating such an informative, enlightening, and fun communication.” —Carolyn Reidy, CEO, Simon & Schuster

“As usual, staff conversation this morning involved the daily issue of Shelf Awareness. You can tell your advertisers that their ads work, because I know of several books that we have started carrying because someone’s interest was piqued.” —Valerie Koehler, Blue Willow Bookshop, Houston, TX

ShelfAWARENESS PRO

Daily Trade Newsletter Circulation
(including web views) as of 08/04/15: 35,000

TOP BANNER



TOP
SKYSCRAPER

2ND
SKYSCRAPER

TOP INSERTION
BANNER

INSERTION
BANNER

2015 Placement & Prices (rates per issue)

Top Banner	\$1250
Top Skyscraper	\$1050
2nd Skyscraper	\$850
3rd and Lower Skyscrapers	\$650
Top Insertion Banner	\$750
2nd and Lower Insertion Banners	\$500

Maximum Shelf

Send a stand-alone issue about one particularly great book. Featured titles are vetted by our editors.

Dedicated Issue

Work with our editors to craft an entire issue about a big announcement for your publishing house.

Job Board

Post your job to our website and reach the book industry professionals who read *Shelf Awareness Pro*. For details, visit shelf-awareness.com/jobboard.

Ad Specs

Top Banner	600 x 150
Skyscrapers	160 x 600
Insertion Banners.....	440 x 125

(Dimensions in pixels, width x height)

Ads may be static or animated, **.jpg** or **.gif** format.

Ads must be **RGB, 72 dpi**, and a **maximum of 50 KB**.

Due 5pm Eastern, two days before publication.

Design services are available; please contact us for rates.

Contact

Email melissa@shelf-awareness.com or kristin@shelf-awareness.com to check availability or make a reservation.



Shelf **AWA**RENESS

enlightenment for readers

*For all book lovers:
This free twice-weekly e-mail newsletter
reviews the 25 best books publishing each week.*

Background: Since we launched *Shelf Awareness Pro* in 2005, we noticed a small group of our subscribers were people outside the book business—avid readers who simply wanted to know more about books than what they could find in most general media. To better serve this audience, we launched *Shelf Awareness for Readers* in 2011, geared toward general readers. As we lose physical space devoted to books, the places where a reader can discover what to read next become less obvious. *Shelf Awareness for Readers* raises awareness of the best books released each season, generating excitement about new titles and authors. Issues feature book reviews—from all genres—written by booksellers, librarians, bloggers and industry insiders, as well as author interviews and interesting tidbits from the world of books.

Bookstore Newsletter

Shelf Awareness Pro began as a way to provide booksellers with information on the industry and help them sell more books. Continuing with that mission, we offer bookstores a free, customized version of *Shelf Awareness for Readers* to bookstores to send out to their customers. The issues are co-branded with the bookstore's logo and each review in the issue is accompanied by a buy button that links back to the store's e-commerce page for the title, driving sales back to the bookstore. Bookstores have the option of swapping the introductory editorial for their own message. When you purchase an ad in *Shelf Awareness for Readers*, it runs in the bookstores' *Shelf Awareness* newsletters as well. An up-to-date list of our partner stores and more information on the program are available on our website at shelf-awareness.com/bookstores.html.

ShelfAWARENESS FOR READERS

Twice-Weekly Consumer Newsletter Circulation

(including distribution to our partner bookstores) as of 08/04/15: 350,000

TOP BANNER



ShelfAWARENESS
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TOP FAT
SKYSCRAPER

2ND FAT
SKYSCRAPER

TOP INSERTION BANNER

2015 Placement & Prices (rates per issue)

Top Banner	\$2150
Top Fat Skyscraper	\$1900
2nd Fat Skyscraper	\$1650
Top Insertion Banner	\$1150
2nd Insertion Banner	\$800
3rd and Lower Insertion Banners	\$500

E-Blast

Send a stand-alone email campaign to our direct subscriber list (110,000+ circulation) for **\$4000**. E-Blasts are a 600 (W) x 800 (H) pixel image. Detailed specs will be provided with booked placement.

Ad Specs

Top Banner	600 x 150
Fat Skyscrapers.....	240 x 400
Insertion Banners.....	600 x 150

(Dimensions in pixels, width x height)

Ads may be static or animated, **.jpg** or **.gif** format.
Ads must be **RGB, 72 dpi**, and a **maximum of 50 KB**.
Due 5pm Eastern, three days before publication.
Design services are available; please contact us for rates.

Contact

Email melissa@shelf-awareness.com or kristin@shelf-awareness.com to check availability or make a reservation.

2015 EDITORIAL CALENDAR

Shelf Awareness for Readers

Issues published on the listed dates below will have the following themes. **Review copies are due three months prior to issue publication** (see dates below). We understand galleys or finished copies may not be available far enough in advance and will consider late review copies as time and space allow. **Ads can be booked at any time, provided there are still placements available.**

March 31 - POETRY

May 8 - MOTHER'S DAY

June 2 - FATHER'S DAY

June 23 - BEACH READS

November 27 - GENERAL GIFT IDEAS

December 1 - CHILDREN'S GIFT IDEAS

December 4 - COOKBOOK GIFT IDEAS

December 11 - BEST BOOKS OF THE YEAR

Nominees for the Best Books of the Year will be selected from the titles we have reviewed throughout 2015.

Send review copies of adult books to:

Shelf Awareness

ATTN: Marilyn Dahl

1932 1st Avenue, Suite 300

Seattle, WA 98101

Send review copies of children's books to:

Shelf Awareness

ATTN: Karin Snelson

1932 1st Avenue, Suite 300

Seattle, WA 98101

To inquire about advertising in these issues, contact
Melissa Solberg at melissa@shelf-awareness.com or
Kristin McConnell at kristin@shelf-awareness.com.

Other Advertising Opportunities

Dedicated Issues

If something exciting is happening at your publishing house, mark the occasion with a Dedicated Issue from Shelf Awareness. It's a stand-alone issue that highlights an achievement at a publishing house, such as the launch of a new imprint, a landmark anniversary, a particularly noteworthy upcoming season, or a new publishing strategy. We work closely with you to write up the content for the issue. Additionally, all of the issue's ads will be solely for use by your house and we'll even dress up Vik (our Buddha mascot) in your company's logo! We publish one Dedicated Issue each month and they're sent out to all subscribers of *Shelf Awareness Pro*. Distribution to our *Shelf Awareness for Readers* subscribers is available for an additional fee.

Maximum Shelf

We've built a strong reputation for having excellent taste in books and for bringing to light those books and authors that might otherwise be overlooked. Maximum Shelf allows us to zero in on one title in a stand-alone issue; we think of this as our opportunity to handsell a title. The product includes an extended review, an additional editorial piece planned in conjunction with the publisher—usually an author interview—and all the ad space in the issue.

If you have a book that merits such focused consideration, send a manuscript or an early galley to our book review editor, Marilyn Dahl, or to our children's book review editor, Karin Snelson. Each book will be vetted, since we must be able to stand behind the title as one we would recommend to our readership. We publish one Maximum Shelf each week and they're sent out to all subscribers of *Shelf Awareness Pro*. Distribution to our *Shelf Awareness for Readers* subscribers is available for an additional fee.

E-Blast

Our list of readers who subscribe directly to *Shelf Awareness for Readers* has grown so significantly that we now offer the option to advertise directly to those engaged consumers with an E-Blast—your full-screen ad, no additional content, sent right to more than 110,000 inboxes. Use it to give a title an extra-special push, or talk up something special that's happening at your house!

Job Board

You can now advertise job openings on our website! We link to the newest jobs in issues of *Shelf Awareness Pro* each week and highlight our job board on Twitter. Please visit shelf-awareness.com/jobboard for more information and to post your job listing.

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