



**Individual or Self-Published Author, Small Press, University Press, & Writing Programs**  
**Website Advertising Rates and Specifications**  
**QBR.com/The Harlem Book Fair**

QBR.com is highly rated for all online African American book related queries. The site is seeing over 30K unique visitors with a 4-5 page-view per unique visitor. Our e-Magazine is delivered monthly to over 10K book buyers who are double opt-in registrants. There is a unique opportunity on our web property to have your title(s) viewed and frequented by this highly targeted audience!

By delivering must-have news, reviews and information in a top-quality editorial environment, QBR.com offers an extraordinary combination of reach and frequency that cannot be matched by any other source. QBR.com uses Industry Advertising Bureau (IAB) guidelines for banner advertising. Please visit <http://www.iab.net/standards/adunits.asp#> to view sizes. Use IAB banner specifications in the preparation of your ad. All campaigns are prepaid and 30 days in duration.

**Banner and Button Specifications & Pricing**

SIZE	QBR or HBF HOMEPAGE	QBR or HBF INTERNAL PAGE	QBR or HBF RON*
105 x 144 (Book Jacket)	\$100	\$75	\$150
120 x 90 (Small Banner)	\$100	\$75	\$150
120 x 240 (Skyscraper)	\$100	\$75	\$150
120 x 600 (Vertical Banner)	\$100	\$75	\$150
120 x 120 (Square Button)	\$100	\$75	\$150

\*Run of Network (Run on both QBR and Harlem Book Fair sites)

All placements include 1-HTML e-Mail blast notification to our 10K book buyers; Hypertext link to your website or bookselling site.

**Small Press and Individual/Self-Published Author Package \$100.00**

(All campaigns are prepaid and 30 days in duration.)

- Book jacket (105 x 144 Book Jacket) prominently placed and linked to Author Page.
- Author Page: Synopsis of book, author bio and photo (synopsis, bio, and photo provided by advertiser).
- Hypertext link to your website or bookselling site.
- HTML e-mail blast to over 10,000 opt-in book buyers.

**Editorial Calendar**

All campaigns are prepaid and 30 calendar days in duration. **Forward advertising material and Insertion Order to [advertising@qbr.com](mailto:advertising@qbr.com).**

Ad Insertion Deadline	Materials Due	Live On Site
One week <b>prior</b> to Live On Site date	3 days <b>prior</b> to Live On Site date	3 days <b>after</b> receipt of materials and payment

**Individual Author, Small Press, University Press, & Writing Programs  
Website Advertising Insertion Order (I/O)**  
QBR.com/The Harlem Book Fair

**Company Name:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Check Size:**

**Check Position:**

SIZE	QBR or HBF HOMEPAGE	QBR or HBF INTERNAL PAGE	QBR or HBF RON*
<input type="checkbox"/> 105 x 144 (Book Jacket)	\$100	\$75	\$150
<input type="checkbox"/> 120 x 90 (Small Banner)	\$100	\$75	\$150
<input type="checkbox"/> 120 x 240 (Skyscraper)	\$100	\$75	\$150
<input type="checkbox"/> 120 x 600 (Vertical Banner)	\$100	\$75	\$150
<input type="checkbox"/> 120 x 120 (Square Button)	\$100	\$75	\$150

**Check Placement:**     Jan     Feb     Mar     Apr     May     Jun  
                                    July     Aug     Sep     Oct     Nov     Dec

**Please fill in the specific due dates:**

Insertion Order Date: \_\_\_\_\_

Materials Due Date: \_\_\_\_\_

Live On Site Date: \_\_\_\_\_

Ad Schedule Completion Date: \_\_\_\_\_  
(30 calendar days, 1<sup>st</sup> Saturday inclusive)

**FOR SCHEDULING DEPARTMENT ONLY**

Received \_\_\_\_\_ (date)  
 Received \_\_\_\_\_ (date)  
 Approved \_\_\_\_\_     Adjusted \_\_\_\_\_  
 Approved \_\_\_\_\_     Adjusted \_\_\_\_\_

Ad Insertion Deadline	Materials Due	Live On Site
Two weeks <b>prior</b> to Live On Site date	3 days <b>prior</b> to Live On Site date	3 days <b>after</b> receipt of materials and payment

**All campaigns are prepaid and 30 calendar days in duration. Please make check payable to QBR. Please mail to QBR, PO Box 170, Hastings on Hudson, NY 10706. Call 212.348.1681 for additional information. Email advertising material and Insertion Order to [advertising@qbr.com](mailto:advertising@qbr.com).**

X \_\_\_\_\_  
**Authorizing Signature**

\_\_\_\_\_  
**Date**

**Credit Card Applications can be faxed to 914.231.6981. We accept VISA/MC/AMEX.**

Name on Card: \_\_\_\_\_ Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Print name: \_\_\_\_\_ Date: \_\_\_\_\_