

# STANDOUT ADVERTISING TO REACH TEXAS READERS & TEXAS BOOKSELLERS



**IF YOUR TITLE, EVENT, OR PRODUCT HAS SPECIAL APPEAL TO TEXAS MARKETS** -- consumer or business -- Lone Star Literary Life's focused digital outlets deliver. Our audience includes your Texas trading partners as well as dedicated readers. And you can reach them at a fraction of the cost of national ads. We can supplement your marketing plan -- or *be* your statewide marketing plan, with a mix of website, e-newsletter, email blast, and sponsorship options. **Call Kristine Hall at 817.488.4382** or email **Publicity@LoneStarLiterary.com** to reserve space timed with your title release, event, or season.

## ONLINE / WEBSITE ADVERTISING

*Multi-month and annual rate discounts available.*

	Size	POSITION Run of Site	or	POSITION Home + Go	or	POSITION Read + Texas Reads	or	POSITION Write + News
Top Leaderboard Banner	728x90	\$950/mo		\$450/mo		\$375/mo		\$375/mo
Top Standout Banner	460x90	\$850/mo		\$400/mo		\$325/mo		\$325/mo
Top Pencil Banner	940x50	\$825/mo		\$375/mo		\$300/mo		\$300/mo
Bottom Leaderboard	728x90	\$800/mo		\$350/mo		\$275/mo		\$275/mo
Footer Banner	728x90	\$750/mo		\$325/mo		\$250/mo		\$250/mo
	Size	POSITION Run of Site	or	POSITION Home + Go	or	POSITION Read + Texas Reads	or	POSITION Write + News
Left or Right Sidebar Ads								
Skyscraper	238x600	\$725/mo		\$300/mo		\$250/mo		\$250/mo
Seller	238x250	\$525/mo		\$225/mo		\$175/mo		\$175/mo
Tile	238x150	\$300/mo		\$150/mo		\$95/mo		\$95/mo
		Position on the Features Tab drop-down						
Dedicated Web Page		\$800/mo						

## NEWSLETTER ADVERTISING 4x/month

	Size	POSITION	RATES
Banner	524x90	Top Banner	\$150/mo
Bookseller	524x90	Middle	\$125/mo
Basement	524x90	Bottom	\$100/mo

## TARGETED E-MAIL BLASTS 1x/month

	Size	RATES
Solo Blast	500 words + image	\$249/1x
Group Blast (min. 3)	100 words + image	\$75/each

## LONE STAR BOOK BLOG TOURS

*Upgrades available for additional fees*

	Book Reviews	Giveaway Set-Up	Dedicated Web Page	RATES
15-Stop Interactive	6	Included	permanent	\$399
10-Stop Interactive	4	Included	permanent	\$299
10-Stop Showcase	0	fee	one month	\$199
2-Day Lit Blitz	0	none	one month	\$199

## SPONSORED BOOK REVIEWS

	Size	RATES
Fiction	500 words	\$249
Non-Fiction	500 words	\$279

**TECHNICAL SPECIFICATIONS** All ads should be submitted as 72dpi jpeg at specified size, along with URL for hotlink, one week before contracted run date. Copy for eBlasts and campaigns is due one week before campaign run date. Design and editing services are available for an additional fee. Email: [Publicity@LoneStarLiterary.com](mailto:Publicity@LoneStarLiterary.com)