

Advertising Information

Advertising on Reader Views Website

Background

Reader Views was created after a need for a top-notch review service was realized. We started in December 2005, and following a successful launch during the busiest time of the year, we continually grow, gathering up unique visitors from all over the world. Our home page changes every week when we feature new authors. Additionally, our newsletter is sent out every Monday morning, just in time for that first cup of coffee to start the week. Our click rate to our website from the newsletter is 83%.

Visiting/Subscription Base

Our daily visits average 2137, with unique visits being 1875. The average time visitors spend on our site is 6.35 minutes. These are August 2007 statistics, increase daily, and come from Google Analytics. Our newsletter base is near 1100 and increasing daily by at least 5 new subscribers. Our blog directs visitors to the website.

Top 10 visiting countries: United States, Canada, United Kingdom, Italy, India, Australia, Ireland, Philippines, Spain, Mexico.

Top 10 US visiting states: Texas, California, New York, New Hampshire, Florida, Missouri, Illinois, New Jersey, Washington, Louisiana.

Majority of referrals come from direct search “reader views” followed by referrals from press release distributors and our website Inside Scoop Live. Being majority of the referrals come the direct search of “reader views” it is evident that our name is well known within the book industry.

Why advertise with us?

Aside from people looking for the next book to read, we have authors, writers, publishers, booksellers, and librarians that visit our website and subscribe to our newsletter. We have global notoriety, a huge following, and our endorsements can be found on the backs of many books in large chain bookstores. Our blog has over 30 rss feeds and constantly pinged. Our reviews have appeared on USA Today and Reuters, as well as many notable websites. All are linked back to our website. Our book giveaway brings in near 1500 visitors/entrants per month.

Which ads are most noticeable?

We believe the 200 px or 300 px ads would gain the most attention. This is because of the content you are able to put into the ad itself. Aside from your logo, text can be added. We sell the ads in increments of 3, 6, or 12 month packages, however, the ad can be changed on a monthly basis. All you would have to do is send us a new ad and within minutes it could be changed. There is no extra charge for this – we just ask that you send us the new ad.

Because your ad will be displayed on more than 3500 pages, the visitors to our website will see your advertising on every page they go to. Considering the average person needs to see an ad five

times before it resonates with them, it is evident that from the time the average visitor spends on our website he or she will definitely see your advertising at least five times if not more.

Some of the best types of ads would be:

- ◆ Standard logo and text for a company
- ◆ New book releases
- ◆ Hot sellers
- ◆ Upcoming events
- ◆ Special offers
- ◆ Seasonal titles
- ◆ Best sellers
- ◆ Giveaways
- ◆ Movie tie-ins
- ◆ Books that tie into current events
- ◆ Use your imagination

How soon will my ad appear?

Your initial ad will appear within 24 business hours of being paid for and we receive the advertisement. The ad must be exactly to the specifications and according to the sample provided on the ad services page on our website. If you are changing an ad, this will be done immediately upon receipt.

Rate

Please see our website for the [current rates](#).

Ad templates

All ads must be consistent and according to [our examples](#) on our website.

All ads must be 200 px wide and either 100, 200 or 300 px high, and have the specified background color. There are no exceptions. We strive to have consistency and visual appeal on our website.