



Keeping Midwest booksellers and their colleagues
connected and informed since 1981

2018 *Advertising Rate Kit*

www.MidwestBooksellers.org

 <https://www.facebook.com/MidwestBooksellers>

 <https://twitter.com/midwestbooks>

Advertising with MIBA is the book trade’s most efficient means of reaching independent booksellers across the Midwest, a vibrant and influential market in the book industry.

Regional Stats:

MIBA’s territory covers a huge geographic portion of the country. While this area is the least populous of any regional, MIBA represents the second most bookstores of any regional. What does this mean? That an ad with MIBA reaches booksellers who are connected to their communities, and customer bases in MIBA’s region are devoted to supporting independent bookstores.

Website Stats:

MIBA’s website, www.MidwestBooksellers.org, receives nearly 4500 page views every week with more than 1000 weekly unique visitors. MIBA’s homepage alone accounts for 6000 unique hits every month.

Email Campaign Stats:

MIBA’s email advertising campaigns go out not only to the several hundred independent booksellers on our mailing list, but also to our affiliate and associate members. In total, we’ll send your MIBA e-blast campaign to more than 1000 subscribers.

- Average Open Rate: 29%
 - Industry Standard: 22%
- Average Click-Through Rate: 6%
 - Industry Standard: 9%
- Facebook: 974 likes
- Twitter: 1663 followers

Contact Robert Martin at Robert@MidwestBooksellers.org with orders or inquiries.

2016/17 Ad Rates	
Ad Type	Price
Weeklong Website Banner - Long	\$200
Weeklong Website Banner - Short	\$150
Weeklong Website Skyscraper	\$250
All-Regional Short Banner	\$999
Dedicated E-blast	\$200
Dedicated E-blast with Social Media Upgrade	\$250
Skyscraper Banner on Weekly Bestseller List Email	1 week: \$150 2 weeks: \$250 1 month: \$425
Short Banner on Weekly Bestseller List Email	1 week: \$100 2 weeks: \$140 1 month: \$250

Ad Specs and Info

Long Horizontal Banner Ad

This ad extends the width of our website and is placed prominently above the scroll on any of our most highly trafficked web pages.

Specs: Create a 800 x 125 jpg or gif (animated gifs are ok) advertising your book (max file size of 500k). Supply a link for us to embed in the file.

Short Horizontal Banner Ad

This ad extends half the width of our website and is placed prominently above the scroll on any of our most highly trafficked web pages.

Specs: Create a 400 x 125 jpg or gif (animated gifs are ok) advertising your book (max file size of 500k). Supply a link for us to embed in the file.

Skyscraper Banner Ad

This ad extends the height of our website's homepage.

Specs: Create a 800 x 125 jpg or gif (animated gifs are ok) advertising your book (max file size of 500k). Supply a link for us to embed in the file.

All-Regional Banner Ad

MIBA and the 8 other regional associations across the country have teamed up to offer a cost-effective banner ad option. This 44x125 banner will appear on all nine regional home pages, reaching the greatest number of independent booksellers possible.

Dedicated E-Blast to Member Stores, Industry, and Media

Create an image for us to distribute to our full membership. Most publishers choose to focus on just one title in these emails. All ads are CAN-SPAM compliant

Specs: Create a 600 x 800 jpg advertising your book (max file size of 500k). Supply a link for us to embed in the file, tell us what subject line to use, and let us know which day/time you prefer the email to be sent.

Social Media Upgrade

Send your e-blast, including link and subject line, to MIBA's social media followers as well (Facebook and Twitter only)

Banner Ad on the Weekly Midwest Bestseller List

Every Wednesday, the bestseller list is delivered to our full membership, including booksellers and book industry professionals.

Vertical Skyscraper Banner Ad Specs: 160 px x 600 px

Vertical Short Banner Ad Specs: 160 px x 240 px

We require all artwork, links, and subject lines one week in advance of the ad date.