



ADVERTISING RATES Summer 2011

About us:

The Englewood Review of Books is a book review publication that is published in two separate formats: online (free and weekly) and print (paid subscriptions, quarterly issues in conjunction with the Church calendar). Although our audience is almost exclusively Christian, about half the books we review are from outside the Christian market. We primarily review non-fiction titles, and at least 90% of the fiction titles we review are from outside the Christian market. Our reviews have been featured on the prestigious BookForum website, as well as Scot McKnight's popular blog, The Jesus Creed.

Our print edition was recently lauded by John Wilson, editor of *Books and Culture Magazine*, who devoted an episode of the B&C podcast to our first issue (Available here: <http://bit.ly/ERB-BC>).

Audience:

- Ecumenical, Christian.
(50% Evangelical/Post-evangelical, 25% Mainline, 15% Catholic, 10% Anabaptist.)
- Well-educated (at least 1/3 have some post-collegiate education).
- Very interested in Christianity in praxis (Ethics, Ecology, Economics, etc.)
- Interested in social justice issues.
- Deeply appreciative of history and tradition (particularly within the Church)
- Diverse (economically/racially)
- Primarily North American (92% United States, 5% Canada, 3% elsewhere)
- The average age of our readers is approximately 30
- Approximately 65% male, 35% female.

Why advertise with the Englewood Review?

We offer:

- A very specific, **targeted niche audience**.
- Our audience is **primarily book readers** who are Christian, socially-engaged and value theological reflection.
- Our readers place **high value on Christian education**.
- **Low introductory rates**
- **Print/website ad combos** that extend the value of your advertising dollar.

Our audience is growing rapidly and locking into rates now will extend the reach of your ad campaign.

Community, Mission, Imagination, Reconciliation

Advertising in the Print Edition

Circulation:

Our print run for our next three issues will be 3000 copies per issue. All copies will be distributed; any copies not sold through subscriptions will be distributed as promotional. We anticipate that our circulation will double over the first two years of publication.

Pricing:

- Prices listed for 2 issues (2X) or 4 issues (4X) are the rate *per issue*.
- For a limited time, when you buy ad space for four issues, we'll give you the 5th issue FREE!

	1X			2X			4X+1X FREE	
	B/W	C		B/W	C		B/W	C
Full Page	\$250	\$450		\$225	\$410		\$195	\$370
Half Page	\$140	\$250		\$120	\$220		\$100	\$200
Qtr. Page	\$75	X		\$65	X		\$55	X
Covers	X	\$600		X	\$525		X	\$450

Specs:

Page Size:

Full Page: 8in H x 6.5in W

Half Page: Horizontal: 4in H x 6.5in W or Vertical: 8in H x 3.25in W

Quarter Page: 4in H x 3.25in W

Covers:

We will have three cover slots available for each issue: Inside Front Cover, Inside Rear Cover, Rear Cover. All three cover spaces are the same price. However, the Rear Cover space is slightly smaller (6.5in x 6.5in). All cover ads will be in color.

Format:

- Ad copy must be in electronic format and sent to layout@englewoodreview.org
- TIFF (preferred), PDF or InDesign file.
- 300 dpi / CMYK color.
- Must include all fonts used.

We reserve the right to bill for any labor needed to convert your ad to the above standards.

Deadlines:

Issue #3 (Eastertide 2011)

Issue #4 (Ordinary Time 2011)

Issue #5 (Advent 2011)

Issue #6 (Lent 2011)

Issue #7 (Eastertide 2012)

Reserve By:

April 15

June 17

Sept. 16

Jan. 13, 2012

April 20, 2012

Ad Copy By:

April 29

Jul. 1

Oct. 7

Jan. 27, 2012

May 1, 2012

Advertising on our Website

Website Traffic:

- At least **50,000 hits per month** (and usually over 60,000 hits).
- **Over 3500 readers** on a weekly basis (Email subscriptions and traffic from social media audiences)
- Website traffic and readership that has at least doubled for each of the last two years (tripled in 2009!), and we anticipate similar exponential growth for 2011. We exhibited at the renowned Festival of Faith and Writing at Calvin College in April 2010 and also ran the main bookstores for the North American Christian Convention (10,000+ participants) in July and the Christian Community Development Association convention in September (3,000+ participants) in 2010 and 2011.

All of the ad space on our website is high profile and “above the crease.” :



[The number of impressions listed is for a non-rotating ad. We guarantee that you will get at least this many impressions of your ad; any impressions you get beyond this number are complementary. CPM= Cost per 1000 impressions.]

Top Banner Ad	(440W x 60H)	50,000 Impressions @ \$5	CPM = \$250 / month
Bottom Banner Ad	(440W x 60H)	50,000 Impressions @ \$4.50	CPM = \$225 / month
Button Ad	(110W x 125H)	50,000 Impressions @ \$3	CPM = \$150 / month

Ad space is sold on a monthly basis, and must be pre-paid. Contracts are signed for a set number of months and rates are locked during the term of the contract, but may be re-negotiated if the contract is to be renewed. For multiple-month contracts, you may change your ad no more than once a month.

Multiple Month Discount:

Reserve and pay for more than one month of advertising on our website and take **15% off your total!**

Specs:

For details on sizes, see above.

Banner or Button ads must be provided to us as JPG or GIF files of at least 75dpi.

Animated GIF's of up to 3 panels are allowed. Ads requiring FLASH are not allowed.

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Advertising Terms:

- All ads are subject to approval by the ERB editorial staff. We reserve the right to reject any ad or to request changes. Any ads rejected will be refunded in full.
- Advertisers are solely responsible for the legal requirements related to the sale of the products or services they are offering.
- With the exception of the covers, we reserve the right to determine ad placement in our print edition. As a general rule, priority will be given on a first-paid basis.
- The ERB is not liable for any costs/expenses related to suits or claims based on the contents of your advertisement.
- Payment is due no later than the due date for ad copy. Checks may be made out to: **ECDC** and sent to:
The Englewood Review of Books / 57 N. Rural St. / Indianapolis, IN 46201
- Credit card payments (VISA / MC) are also accepted. Let us know if you prefer to pay by credit card.
- Written notice of cancellation will be accepted on or before the reservation deadline.

Advertising Contacts:

Chris Smith, Managing Editor - editor@englewoodreview.org - 317.639.1541