



## **ADVERTISING RATES Spring 2014**

### **About us:**

The Englewood Review of Books is a book review publication that is published in two separate formats: online (free and daily) 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 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 55% male, 45% 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 varies between 1000 and 2000 copies per issue. All copies will be distributed; any copies not sold through subscriptions will be distributed as promotional.

## 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 5<sup>th</sup> issue FREE!

|                  | 1X    |       |  | 2X    |       |  | 4X+1X FREE |       |
|------------------|-------|-------|--|-------|-------|--|------------|-------|
|                  | B/W   | C     |  | B/W   | C     |  | B/W        | C     |
| <b>Full Page</b> | \$250 | \$450 |  | \$225 | \$410 |  | \$195      | \$370 |
| <b>Half Page</b> | \$140 | \$250 |  | \$120 | \$220 |  | \$100      | \$200 |
| <b>Qtr. Page</b> | \$75  | X     |  | \$65  | X     |  | \$55       | X     |
| <b>Covers</b>    | 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](mailto: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 #14 (Lent 2014)  
 Issue #15 (Eastertide 2014)  
 Issue #16 (Ordinary Time 2014)  
 Issue #17 (Advent 2014)  
 Issue #18 (Lent 2015)  
 Issue #19 (Eastertide 2015)  
 Issue #20 (Ordinary Time 2015)

**Reserve By:**  
 Feb. 1, 2014  
 April 5, 2014  
 Jul. 13, 2014  
 Oct. 5, 2014  
 Feb. 1, 2015  
 April 5, 2015  
 Jul. 13, 2015

**Ad Copy By:**  
 Feb. 17, 2014  
 April 15, 2014  
 Jul. 30, 2014  
 Oct. 15, 2014  
 Feb. 17, 2015  
 April 15, 2015  
 Jul. 30, 2015

# Advertising on our Website

## Website Traffic:

- We average over **100,000 hits per month**
- **Over 10,000 readers** on a weekly basis (Email subscriptions and traffic from social media audiences)
- Website traffic and readership that has continued to grow rapidly over the 6+ years of our publication.

All of the ad space on our website is high profile:



[ 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 (728W x 90H) 100,000 Impressions @ \$4 CPM = \$400/ month**  
**Button Ad (125W x 125H) 100,000 Impressions @ \$2.50 CPM = \$250/ 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.

---

*Community, Mission, Imagination, Reconciliation*

# Advertising in Our Email Newsletter.

## What is our Email Newsletter?

Every Friday, we send out a digest of the reviews and other content that has appeared on our website this week. Subscription to this email digest is free and is one of the preferred ways of engaging our website. We have recently started placing an ad at the top of that email. If you would like to subscribe to this email to get a sense what that looks like you can subscribe here: <http://erb.kingdomnow.org/free-e-book-when-you-subscribe-to-the-erb/> Or, you can email us at [editor@englewoodreview.org](mailto:editor@englewoodreview.org) and we would be glad to subscribe you.

## Readership:

We currently have over 3500 readers, but this number grows every day, and we anticipate that we will have over 5000 readers by the end of 2014. Because readers are receiving the digest in their email inboxes, and because it is the primary way that many of them keep up with our site, these emails have a high open-rate, meaning that your ad will get viewed.

## Cost:

Ads on our email list are contracted on a weekly basis.

- \$75 / week for a banner or text ad (up to 50 words).
- \$250/month (Or \$325/month if there are 5-Fridays)  
*Save \$50 when you book a whole month!*

## Specs:

### Banner Ad - 468W x 60H

Banner 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.

### Text Ad - 50 Words + 1 link.

*Ads may only include one link.*

Font size must be 14pt or less.

(We reserve the right to tweak the formatting of your text).

*Ads for our email list are sold on a first-come, first-served basis, so be sure to reserve your dates well in advance of when you plan to run the ad...*

## 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](mailto:editor@englewoodreview.org) - 317.639.1541**