

## **ADVERTISING / BOOK PROMOTION PACKET** **(Updated Spring 2023)**

### **About us:**

Founded in 2008, *The Englewood Review of Books* (ERB) is an online book review publication found online at **EnglewoodReview.org**. (For almost ten years, from 2010-2020, we also published a quarterly print magazine). In addition to our website, our online presence also includes email newsletters, a podcast hosted by Jen Pollock Michel, and social media support on several platforms.

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 (many of which connect with our key themes of **Community, Mission, Imagination, and Reconciliation**), 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, and are often shared by authors on social media.

Our contributing editors include **John Wilson** (former editor of *Books and Culture* magazine) and **Jen Pollock Michel** (author, and host of our podcast).

### **Audience:**

- Ecumenical, Christian.  
(45% Evangelical/Post-evangelical, 40% Mainline, 10% Catholic, 5% Anabaptist/Other)
- 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 (93% United States, 5% Canada, 2% elsewhere)
- The average age of our readers is approximately 36
- Approximately 55% female, 45% male.

### **Why promote your book, conference, or other product on the ERB?**

We offer:

- A very specific, **targeted niche audience of Christian readers**.
- Our audience is **primarily book readers** who are Christian, socially-engaged and who value theological reflection.
- Our readers place **high value on Christian education**.
- We offer five different ad platforms (Eblast, Website, Email newsletter, Podcast, and sponsored posts), so you can choose how you want to connect with our readers.
- We're glad to help you create a **promotional package** that combines **multiple ads** for one **discounted price!** (Save up to 35%)

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

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# Eblast

*Send your message to our readers' inboxes*

Our eblast platform allows you to write an email that will be sent directly to our email list of 9000+ readers. This highly effective promotional opportunity outperforms any of our other advertising options:

- **Average Open Rate (2023)**                      **45%**
- **Average Click-Through Rate (2023)**        **4%**

You write and design the email, including any links that you want\*, and we send the email out to our readers.

In order to avoid inundating our readers, we will send out no more than one Eblast each month. With such a limited supply, these slots tend to fill up quickly, and we encourage you to reserve them as far in advance as possible (ideally, 3-6 months prior to the sending of the Eblast).

**Pricing: \$1000 / 1 month**

**\$2500 / 3 months** *(Eblasts may be different for each month, and the months don't have to be consecutive)*

Or book your Eblast in a package with other ads to reduce the price.

Eblasts typically run on Tuesdays.

Content is due 2 weeks before the send date.

## Specs:

You will need to provide:

- A subject line
- (OPTIONAL) A header image no larger than **500px W** and **500px H**  
*(it doesn't have to be square, but neither dimension should be more than 500px)*
- **Up to 500 words of formatted text** (including links)
- You're welcome to provide HTML for the blast,  
the only limitation is the number and size of images...
  - > No more than 1 large image file (typically a banner at the top of the email, see sample)
  - > No more than 12 small image files (e.g., buttons to click, or small design flourishes)

*We'll add a 1-2 sentence endorsement for you all at the top of the email, aimed at lending additional credibility to your message.*

\* Affiliate links to Amazon or other sites are not permitted

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# Advertising on our Website

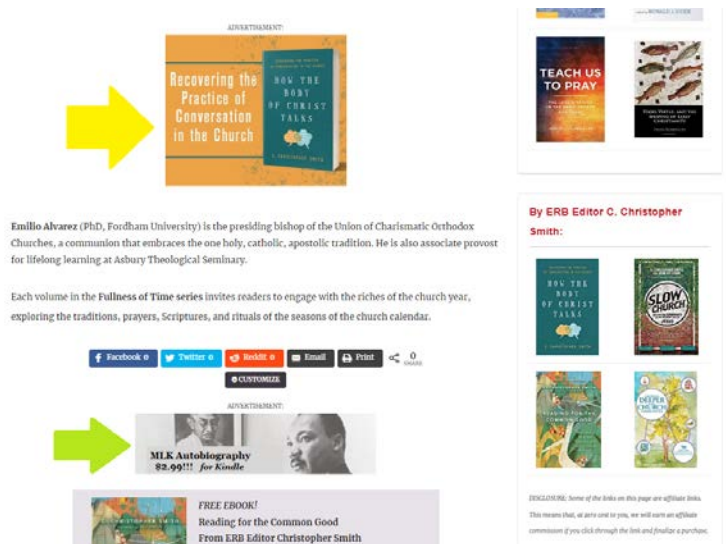
## Website Traffic:

- We average over **75,000 pageviews per month**
  - **Over 20,000 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 15+ years of our publication.

## Top Banner (Red Arrow), Top Sidebar (Blue Arrow) and Sidebar Badge (Purple Arrow) Ads:



## In Content (Yellow Arrow) and End of Post (Green Arrow) Ads:



## Pricing:

Top Banner Ad	( 728W x 90H)	-- \$600 / month
Top Sidebar Ad	(300W x 250H)	-- \$500 / month
Sidebar Badge Ad	(300W x 100H)	-- \$200 / month
In Content Ad	(300W x 250H)	-- \$300 / month
End of Post Ad	(400W x 100H)	-- \$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. All 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 in Our Email Newsletter

## What is our Email Newsletter?

Every Thursday, we send out a digest of reviews and other engaging content posted on our website this week. Subscription to this email digest is free and is one of our readers' preferred ways of engaging our website. We have an ad slot at the top of that email.

## Top of Sample Email (With ad indicated):

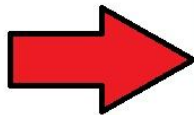
"Whoever you are, you are human.  
Wherever you are, you live in the world,  
which is just waiting for you  
to notice the holiness in it."

- Barbara Brown Taylor

*This week marks  
Barbara Brown Taylor's  
70th Birthday.*

- September 23, 2021 -

*It's time for a new issue of the Englewood Review of Books email digest!  
Featured here you will find the most relevant posts for this week from our website.*



## Specs:

Email ad can be either:

### Banner Ad - 500W x 150H

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).

## Readership:

We currently have 9,000 readers, but this number is growing rapidly. Because readers are receiving the digest in their email inboxes, and because it is the primary way that many of them keep up-to-date with our site, these emails have a high open-rate, meaning that your ad will get a substantial number of views.

## Pricing:

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

- \$150 / week for a banner or text ad (up to 50 words).
- \$550/month (Or \$650/month if there are 5 Thursdays)  
*Save at least \$50 when you book a whole month!*

*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...*

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# Podcast Sponsorship

## About our Podcast:

Our podcast, launched in early 2020, is a panel conversation with authors, reviewers, and others in the world of publishing, about books and especially about the books that are currently grabbing the interests of our panelists.

Noted author and speaker **Jen Pollock Michel** is our podcast host. Jen is the author of five books, including most recently: *In Good Time* (2022). Her first book, *Teach Us to Want*, was Christianity Today's 2015 Book of the Year.

We aim to publish 20 new episodes every year, typically releasing a new episode every other week, with several breaks interspersed throughout the year. Guests in our first year have included: **Esau McCaulley, Beth Allison Barr, Katelyn Beaty, John Wilson, Karen Swallow Prior, Andrew Root, Mitali Perkins, Andy Crouch, Lauren Winner**, and many more.

## Podcast Stats:

**Episodes Released:** 61 (as of 31 May 2023)

**Total Downloads:** ~ 30,000

## Sponsorship:

**Sponsor one episode for \$150.**

*Discounts may be available for sponsoring more than one episode and/or podcast sponsorship in conjunction with other ads.*

### Sponsorship includes:

- 1) Sponsor name, URL, and message of up to 100 words in the show notes.
- 2) Thank you with sponsor name and URL at the beginning of the episode
- 3) Ad in the middle of the episode, which is either:
  - **Message of up to 100 words** to be read by our producer - or -
  - **An ad of up to 30 seconds** that you record and provide to us

### Specs:

Provide us with

- 1) The URL that you want to feature
- 2) Message of up to 100 words to include in show notes (and to be read on the episode, if desired)
- 3) (Optional) Audio ad of up to 30 seconds (preferably in M4A format) to include in the episode

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# Sponsored Post

Our newest promotional channel is the opportunity to place a sponsored post about your book on our site. The post could be an excerpt from the book, a video related to the book (e.g., book trailer or short interview with the author) or a text Q/ A with the author about the book. In each case, you will provide the content that is ready to be formatted for our site, and we will post it. **Important note:** *we do **not** accept sponsored reviews of books, and we reserve the right to refuse sponsored posts that we deem as not a good fit for our readership.*

## Examples

(Not all of these examples are sponsored posts, but they will give you a sense of what the post might look like)

- [Book Excerpt](#)
- [Video](#)
- [Q/A](#)

## Pricing:

<b>One Sponsored Post</b> (shared at least once on social media)	<b>\$250</b>
<b>One Sponsored Post</b> (shared on social media and in our weekly e-newsletter)	<b>\$300</b>
<b>Package:</b> <b>Two Sponsored Posts</b> (both posts shared on social media and in our weekly e-newsletter)	<b>\$500</b>

## Specs:

### Book Excerpt:

No more than 1200 words of text, plus a statement of permission to reprint the text from the book's copyright holder.

### Video:

Link to an embeddable video about the book on a streaming site (YouTube, Vimeo, etc.) We **cannot** host the video on our site. Length: No more than 10 minutes, but our experience is that much shorter videos (1-2 minutes) get more traction.

### Q/A:

No more than 1500 words of text. You provide the questions about the book and the answers. An editing surcharge of \$100 will apply, if we have to fix multiple significant spelling, grammar, and style issues in order to bring your text up to the standards of our site.

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## Reserving Ads on Several Platforms at Once?

Reach our readers more effectively by promoting your product or event on several platforms:

- Eblast
- Website
- Email Newsletter
- Podcast
- Sponsored Posts

*We will be glad to work out a package deal for you, when you reserve multiple ads on more than one platform! Our package deals typically save advertisers 10-35% off the total cost of ads purchased individually.*

### 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.
- 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. A 1.5% fee will be added to your total to help cover the cost of credit card processing fees. 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 Contact:

Chris Smith, Managing Editor - [editor@englewoodreview.org](mailto:editor@englewoodreview.org) - 317.639.1541

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