

# STANDOUT ADVERTISING TO REACH TEXAS READERS & TEXAS BOOKSELLERS



**IF YOUR TITLE OR PRODUCT HAS A SPECIAL APPEAL TO TEXAS MARKETS**—consumer or business—Lone Star Literary Life’s focused digital outlets deliver. Our audience includes your Texas trading partners as well as dedicated readers. And you can reach them at a fraction of the cost of national ads. We can supplement your marketing plan—or *be* your statewide marketing plan, with a mix of website, e-newsletter, email blast, directory, and sponsorship options. **Call Kay Ellington today at 806.773.5445, or email [ads@LoneStarLiterary.com](mailto:ads@LoneStarLiterary.com)** to see about available spots timed with your season or title release.

## Website advertising

Think of our website as the bookseller’s expo for Texas audiences—where you can reach your most dedicated readers as well as your potential reviewers, resellers, and other industry contacts. Use our display ads to network as widely as you like, timed with your launch or at any time you want to boost visibility and memorability, and invite your audience to click through to point of sale or further information.

	Position	Size	1 month	3 months
Standout	Home or ROS	728 x 90	\$375	\$975
Seller	ROS	460 x 90	\$275	\$775
Skyscraper	ROS	140 x 240	\$275	\$775
Square	ROS	140 x 140	\$175	\$475
Squib	ROS	140 x 70	\$95	\$275
Event	Event page	240 x 240	\$95	@275

## Newsletter advertising

Our e-newsletter pushes out weekly on Sunday mornings with a B-to-B follow-up on Wednesday mornings, reaching your audience economically 4x per month.

	Position	Size	1 month	3 months
Banner	Top banner 4x	640 x 140	\$90	\$150
Bookseller	Middle 4x	640 x 140	\$70	\$100
Basement	Bottom 4x	640 x 140	\$50	\$75

## Targeted e-mails/blogs

Have a particular title, event, or bookish product to spotlight? An email to our qualified subscribers may be just right.

	Position	Size	1 month	3 months
Blast	1x	250 words	\$150	N/A
Group blast	1x	250 words	\$75	N/A
Blog tour	coming summer 2015			

**TECHNICAL SPECIFICATIONS** All ads should be submitted as 72dpi jpeg at specified size, along with URL for hotlink, via email to Kay Ellington at [ads@LoneStarLiterary.com](mailto:ads@LoneStarLiterary.com) one week before contracted run date. Copy for email blasts and campaigns is due one week before campaign run date. Design and editing services are available for an additional fee. Questions: **806.773.5445**.

**OTHER PROMOTIONS** If you need a professionally written review to reach Texas readers and booksellers, timed with your launch, consider our publisher-supported review service. Four-week turnaround from receipt of book and contract. Contact Kay Ellington at [ads@LoneStarLiterary.com](mailto:ads@LoneStarLiterary.com), **806.773.5445**.



Lone Star Literary Life  
A publication of MediaGarden Texas  
www.LoneStarLiterary.com • info@LoneStarLiterary.com

Please complete and return to [Kay@LoneStarLiterary.com](mailto:Kay@LoneStarLiterary.com)  
Questions? 806.773.5445

### ADVERTISING AGREEMENT

#### ADVERTISER INFORMATION

DATE	
ADVERTISER FIRM OR NAME	
CONTACT NAME	
EMAIL	
PHONE	
ADDRESS	
WEBSITE	

#### INSERTION ORDER

AD/SPONSORSHIP	
FREQUENCY	
START DATE	
END DATE	
RATE	

#### MATERIALS NEEDED

SITE-READY ART	
HOTLINK	
HI-RES BOOK COVER IMAGE?	
HI-RES AUTHOR IMAGE?	
OTHER COPY	

**LONE STAR LITERARY LIFE • ADVERTISING TERMS AND CONTRACT**

1. Lone Star Literary Life and MediaGarden are the represented publishing parties of this advertising contract. MediaGarden publishes an online publication called Lone Star Literary Life at [www.LoneStarLiterary.com](http://www.LoneStarLiterary.com). All advertising payments are made payable to MediaGarden.
2. The advertising agreement is between MediaGarden (Publisher) and the advertiser appearing in the contract (Advertiser) directly or through its agency, and the agency for the advertiser. Any reference to advertiser or agency shall be deemed to include both terms. Advertiser and its agency agree to be bound jointly and separately for payment to Publisher for all space purchased pursuant to the rate specified in the contract and incorporated herein, notwithstanding to whom the bills are rendered. Advertiser and agency, jointly and separately, shall remain obligated to pay Publisher within the time specified and until payment in full is received by Publisher. Payment by advertiser to agency shall not constitute payment to Publisher.
3. Publisher's invoices are payable to MediaGarden, located at 1923 29th St., Lubbock TX 79411, USA. First payment is due within 30 days of ad run date.
4. It is against Publisher's editorial policy to permit the purchase of advertising to have any effect on editorial content. Advertising simulating editorial content or that does not integrate with the mission of Lone Star Literary Life may not be acceptable, and Publisher reserves the right to reject the advertisement or place the word "advertisement" within the copy.
5. In the event Advertiser and/or agency fails to make payment on the due dates and if it becomes necessary to place the account for collection or suit with an attorney, Advertiser and/or agency shall become responsible for the payment of reasonable attorney's fees, a fixed 25% surcharge of the unpaid balance plus costs and necessary disbursements.
6. Advertiser and advertising agency assume responsibility for the content of all advertisements and social media messages. Advertiser and advertising agency represent that the supplied artwork, copy, and/or design are not in violation of any copyright laws or similar protections, irrespective of how the advertisement is supplied or as artwork/copy and/or design to be created by Publisher. Advertiser and advertising agency agree to indemnify, defend, and hold Publisher harmless from any and all claims, including attorney's fees arising from the content of the advertisement, including claims for violation of any copyright law, trademark, or the use of any name or other material in any advertisement order for publication that is illegal, unauthorized, or damaging in any way to any person or other legal entity.
7. All advertising copy is subject to approval of Publisher.
8. Cancellations must be received in writing by mail or email to [Ads@LoneStarLiterary.com](mailto:Ads@LoneStarLiterary.com).
9. Advertiser shall supply advertising material to Publisher pursuant to Publisher's current and prevailing mechanical specification requirements.
10. Advertiser agrees that unless they make written objection, by mail or email to [Ads@LoneStarLiterary.com](mailto:Ads@LoneStarLiterary.com), to the billing set forth in Publisher's invoices within 30 days of invoice date, the amount shall be deemed correct in all aspects.
11. Advertiser agrees to not hold Publisher will not liable for any error in any advertisement published, and errors brought to Publisher's attention will be corrected immediately.
12. Publisher shall not be responsible or liable for delays in publication due to power shortages, hacking, fire, floods, accidents, civil disturbance, war, acts of God, or other causes beyond their control.
13. If advertiser defaults in the payment of Publisher's invoice(s) or if in the judgment of Publisher, its credit becomes impaired, publisher may seek appropriate legal action.

SIGNED by



for and on behalf of

**Media Garden/Lone Star Literary Life**

SIGNED by

for and on behalf of Advertiser

Date \_\_\_\_\_