

# STANDOUT ADVERTISING TO REACH TEXAS READERS & TEXAS BOOKSELLERS



WWW.LONESTARLITERARY.COM

**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 at 806.773.5445** or email [info@LoneStarLiterary.com](mailto:info@LoneStarLiterary.com) to reserve space timed with your season or title release.

## Online 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 (w x h)	1 month	3 months
<b>Skybox</b>	Home, Go, or ROS	728 x 90	\$375	\$1,075
<b>Standout</b>	Home, Go, or ROS	460 x 90	\$275	\$775
<b>Seller</b>	Home, Read, Write	300 x 250	\$350	\$975
<b>Sideways</b>	Home, Read, Write	300 x 90	\$150	\$375
<b>Slider (multi-image slide show)</b>	Home or special page	940 x 450	\$500	\$1,275
<b>SPECIAL SECTION POSITIONS</b>				
<b>Skyscraper</b>	Go, Special, or ROS	220 x 300	\$250	N/A
<b>Square</b>	Go, Special, or ROS	220 x 220	\$175	N/A
<b>Squib</b>	Go, Special, or ROS	220 x 90	\$95	N/A

## 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
<b>Banner</b>	Top banner 4x	524 x 90	\$150	\$375
<b>Bookseller</b>	Middle 4x	524 x 90	\$125	\$350
<b>Basement</b>	Bottom 4x	524 x 90	\$100	\$275

## Targeted e-mail blasts and blog tours

Have a particular title, event, or bookish product to spotlight? An email to our list of qualified subscribers, or a Texas book blog tour, may be just the right solution.

	Position	Size	1 month	3 months
<b>Solo blast</b>	Exclusive	500 words + images	\$249	N/A
<b>Group blast</b>	1 position in group promo	100 words + cover image	\$75	N/A
<b>Blog Tour</b>	starting at \$99 • see <a href="http://LoneStarPublicity.com">LoneStarPublicity.com</a>			

**TECHNICAL SPECIFICATIONS** All ads should be submitted as 72dpi jpeg at specified size, along with URL for hotlink, via email to Kay Ellington at [Kay@LoneStarLiterary.com](mailto:Kay@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 [Kay@LoneStarLiterary.com](mailto:Kay@LoneStarLiterary.com), **806.773.5445**.