



Lerner PUBLISHER SERVICES

Publisher Partner Advertising and Co-op Rates

Trade Journals

School Library Journal

| Print | 1x | 6x | 12x | LPS Rate |
|---------------------------------|---------|---------|---------|----------|
| 1/2 Island | \$4,900 | \$4,700 | \$4,595 | \$1,920 |
| 1/2 horizontal | \$4,100 | \$3,800 | \$3,400 | \$1,920 |
| 1/3 page | \$3,400 | \$3,000 | \$2,550 | \$1,440 |
| Digital Newsletters | 1x | 4x | 8x | |
| Banner ad | \$900 | \$800 | \$700 | \$678 |
| Dedicated eblast (15-20k sends) | \$3,500 | | | \$3,000 |
| Branded Content | | | | \$840 |

Booklist / Booklinks

| Booklist | Print | 1x | 6x | 22x | LPS Rate |
|------------|------------------------------------|-----------|---------|---------|----------|
| | 1/2 Page | \$4,058 | \$3,774 | \$3,429 | \$2,040 |
| | 1/3 page | \$3,534 | \$3,287 | \$2,987 | \$1,500 |
| BookLinks* | Print | 1x | 6x | 22x | |
| | 1/2 Page | \$3,432 | \$3,196 | \$2,746 | \$1,977 |
| | 1/3 page | \$2,688 | \$2,503 | \$2,151 | \$1,549 |
| | Digital Newsletters | 1-11x | 12x+ | | |
| | Leaderboard | \$2,750 | \$1,650 | | \$600 |
| | Skyscraper | \$2,200 | \$1,650 | | \$300 |
| | Boombox | \$2,200 | \$1,650 | | \$300 |
| | The Booklist Reader | Per month | | | |
| | Leaderboard | \$1,500 | | | \$1,350 |
| | Pop-up on site | \$1,000 | | | \$900 |
| | Boombox | \$1,000 | | | \$900 |
| | Dedicated eblast (25k sends) | \$2,500 | | | \$2,400 |
| | Read Alert or Quick Takes takeover | \$6,500 | | | \$6,000 |

*Booklinks currently on hiatus

Shelf Awareness

| ShelfAwareness Pro | Rate Card | LPS Rate |
|-------------------------|-----------|----------|
| Top Sky | \$1,500 | \$1,350 |
| 2nd Sky | \$1,250 | \$1,125 |
| 3rd and lower Sky | \$900 | \$810 |
| Top Insertion | \$1,050 | \$945 |
| 2nd and Lower Insertion | \$750 | \$675 |

| Kirkus | | | | |
|----------------------|---------|---------|---------|---------|
| Email Newsletters | 1x | 6x | 12x | |
| First position | \$1,500 | \$1,200 | \$1,050 | \$1,500 |
| Second position | \$1,150 | \$900 | \$750 | \$1,150 |
| Third position | \$800 | \$650 | \$550 | \$800 |
| Dedicated Emails | 1x | 6x | 8x | |
| | \$3,750 | \$3,000 | \$2,650 | \$3,750 |
| Print | 1x | 6x | 12x | |
| Sidebar ad | \$2,400 | \$2,000 | \$1,750 | \$2,000 |
| half page horizontal | \$2,000 | \$1,600 | \$1,400 | \$1,920 |
| 1/4 page | \$1,200 | \$950 | \$750 | \$950 |

| Horn Book | | |
|--|-----------|-------------------|
| Print | Rate Card | LPS Rate |
| Full Page | \$1,999 | \$1,999 |
| 5 Question Interview Spread Full page interview facing full page ad, plus archive on HBook.com | \$4,500 | \$4,500 |
| Digital | | |
| Talks with Roger Distributed to the combined audiences of School Library Journal and The Horn Book. Posted and Archived on HBook.com Customized interview plus 5 ads and 3 book blurbs, with multiple links | \$5,000 | \$5,000 |
| eNewsletter | \$800 | \$800 |
| Dedicated eBlast | \$2,500 | \$2,500 |
| Web ads | \$1,500 | \$1,500 |
| <i>Calling Caldecott, Authors & Illustrators, Custom Content</i> | | Inquire for rates |

| Publisher's Weekly | | |
|-----------------------------------|-----------|-------------|
| Print | Rate Card | Client Rate |
| 1/2 page (vertical or horizontal) | \$5,700 | \$1,902 |
| 1/3 page (Vertical or square) | \$4,078 | \$1,332 |
| Newsletters | | |
| PW Daily | \$1,139 | \$432 |
| Tip Sheet | \$1,294 | \$480 |
| Children's Bookshelf | \$1,113 | \$672 |
| Religion Bookline | \$1,035 | \$360 |
| Preview for Librarians | \$957 | \$390 |
| School Library Spotlight | \$3,623 | \$3,108 |
| Fanatic (Graphic Novels) | \$3,623 | \$3,000 |
| Digital | | |
| Sponsored post on any newsletter | \$1,553 | \$744 |

Wholesaler Co-Op Advertising

| Follett | | |
|---|------------------|------------------------|
| <i>Contact Lerner for custom pricing</i> | | |
| Digital Catalogs | Rate Card | |
| Full Page ad | \$3,000 | |
| Author Spotlight | \$2,500 | |
| Featured Title | \$750 | |
| Content Listing | \$300 | |
| Add on Book Trailer or Burst | \$200 | |
| Banner Ads | | Length of Time |
| Titlewave Login Page | \$1,500 | 30 days |
| Makerspace landing apge | \$1,500 | 60 days |
| Diversity Landing page | \$1,250 | 60 days |
| STEM & Hands On Learning | \$1,250 | 60 days |
| Summer Reading landing page | \$1,250 | 60 days |
| Social Emotional Landing Page | \$1,250 | 60 days |
| Grade Level Sidebar banners | \$1,250 | 60 days |
| Textbook Homepage | \$1,000 | 90 days |
| Digital Newsletters | | Publication |
| Branded Content Spotlight | \$1,500 | The Wave |
| If You Liked This | \$1,500 | The Wave |
| Get to Know the Author Interview and/or Podcast | \$1250 - \$1500 | The Wave |
| Featured Book Trailer of the Month | \$1,250 | The Wave |
| Branded Content Spot | \$500 | The Scoop |
| Email banner ad | \$500 | The Scoop |
| Email banner ad | \$750 | Textbook Talk |
| Branded Content Spot | \$500 | The Baccalaureate |
| Email banner ad | \$500 | The Baccalaureate |
| Rectangle Email Banner ad | \$1,000 | All Books for all Kids |
| Resource Content Spot | \$1,250 | All Books for all Kids |
| Featured Resource Content Spot | \$2,500 | All Books for all Kids |
| Broad Reach Programs | | Also needed |
| ARC Program Grades K-3 | \$750 | + 375 ARCs or F&Gs |
| ARC Program Grades 3-8 | \$1,000 | + 375 ARCs or F&Gs |
| ARC Program Young Adult | \$1,000 | + 375 ARCs or F&Gs |
| Pre-Publication Material | \$5,000 | |
| Outbound Shipment Sticker | \$1,500 | |
| Author Takeover Series | varies - discuss | |
| First Chapter Friday | \$500 | |
| Educational Webinars | varies - discuss | |
| Social Media all channels | \$500 | |
| #Bookstagram | \$250 | |
| Day in the Lif author takeover | varies - discuss | |
| Social Campaign | varies - discuss | |
| Follett Community Themed Blog Post | \$1,000 | |
| Customer Giveaways | varies - discuss | |
| National conference author promotion | varies - discuss | |

Baker & Taylor

Contact Lerner for custom pricing

| Digital | | Rate Card |
|---|--------------------------|--------------|
| Publisher Spotlight Webinar | | \$4,000 |
| Topical Webinar | | \$500-\$5000 |
| Solo Espanol website | | \$1,000 |
| Title Source 360 | Home Page Leaderboard | \$2,500 |
| | Home Page Banner | \$1,500 |
| | Home Page Promotion | \$1,000 |
| Whisper Shout Yell (new authors showcase) | | \$1,500 |
| At Home Digital Catalog | Front cover | \$6,000 |
| | Full Page | \$3,400 |
| | Half Page | \$2,300 |
| CATS Series | Front cover | \$6,000 |
| | Inside Front cover | \$4,800 |
| | Premium Placement | \$3,500 |
| | Full Page | \$2,900 |
| | Half Page | \$2,000 |
| Diversity & Inclusion Catalog | Front cover | \$3,500 |
| | Full Page | \$2,400 |
| | Half Page | \$1,200 |
| Graphic Novels | Front cover | \$5,000 |
| | Full Page | \$3,900 |
| | Half Page | \$2,100 |
| Growing Minds | Front cover | \$7,500 |
| | Inside Front cover | \$5,700 |
| | Premium Placement | \$4,600 |
| | Companion Ads | \$4,000 |
| | Full Page | \$4,000 |
| | Half Page | \$2,000 |
| Emails | | |
| CATS Meow | Featured Title | \$1,000 |
| | Author Interview | \$1,100 |
| Encouraging Conversations | Multi | \$3,000 |
| Fast Facts | Feature of the Week | \$1,000 |
| Featured Publisher | | \$5,000 |
| Featured Title | Single | \$5,000 |
| | Multi (up to 6 titles) | \$7,000 |
| Focus On (theme baseed) | | \$1,000 |
| Holiday | | \$1,000 |
| Indie Press Featured Titles | | \$200 |
| Quick Access (public libraries) | Featured title/publisher | \$650 |
| Other | | |
| Cat Calendar | Monthly Page | \$2,500 |
| ARC Mailings | | |
| YA ARC | +550 ARCS | \$1,400 |
| YA Blad | +550 BLADS | \$1,000 |
| YA Flyer | +550 flyers | \$900 |
| Children's ARC | +500 ARCs | \$900 |
| Children's Flyer | +500 flyers | \$600 |
| Designed Sell Sheets for B&T Sales Team | | \$1,000 |

| Booksource | | |
|--|-----------|-----------|
| <i>Contact Lerner for custom pricing</i> | | |
| Print Catalogs | | Rate Card |
| Annual P-12 Catalog | Full Page | \$5,000 |
| | Spread | \$12,000 |
| Spanish Catalog | Half page | \$1,750 |
| | Full page | \$3,500 |
| Digital Options | | |
| Booksource Insights Newsleter | | \$2,000 |
| Book Talk Webinars | | \$5,000 |
| Booksource Website | | \$3,500 |
| Booksource Classroom Ad | | \$3,500 |
| Sales Consultant Newsletter | | \$500 |
| Social Media Publisher Partner Spotlight | | \$1,000 |
| Publisher Social Post Sharing | | \$300 |
| Retweet for a Chance to Win Giveaway | | \$2,000 |
| Other | | |
| Publisher Presentations | | \$5,000 |

| Mackin | |
|---|--------------------|
| <i>Contact Lerner for custom pricing</i> | |
| Email | Rate Card |
| Dedicated eBlasts | \$1,750 |
| Publisher Collections (3-5 publishers in one email) | \$850 |
| eMackin Monthly Newsletter banner ads | \$750 |
| Distance Learning Essentials Newsletter ads | \$500 |
| Advertising | |
| Mackin.com Homepage Slider ads | \$1000 per week |
| Print Magazine Full Page Ad | \$2,800 |
| Publisher Showcase Membership | \$1,995 |
| Other | |
| Video Book Trailers | \$1,250 |

Ingram

Contact Lerner for custom pricing

| Catalog Publications | Rate Card | Email | Rate Card |
|-----------------------------------|-----------|--|------------------|
| Ingram Advance Catalog | \$1,020 | The Library Life Newsletter | |
| B&W 1/4 page | \$1,700 | Spotlight | \$2,000 |
| B&W 1/2 page | \$2,635 | Lead Feature | \$500 |
| Full Page | \$3,145 | Feature | \$300 |
| 4c Full Page | \$4,200 | iCurate Collection (Collection Development) Newsletter | |
| 4c Page 1 | \$4,000 | Spotlight | \$2,000 |
| 4c Page 2-7 | \$4,500 | Feature | \$300 |
| Inside Front cover | \$3,600 | Youth Spotlight | \$1,500 |
| Inside Back cover | \$4,200 | Youth Feature | \$300 |
| Back Cover | \$200 | Easy Reads newsletter (sharing book previews) | Rate Card |
| Super Annotation | | Dedicated | \$1,500 |
| Advance Supplements - 4c Feature | \$600 | Multititle | \$800 |
| Children's Advance Catalog | | Email Campaigns | |
| B&W 1/4 page | \$700 | Booksellers & Retailers | \$3,000 |
| B&W 1/2 page | \$1,400 | Christian Retailers | \$2,500 |
| Full Page | \$1,800 | Higher Ed Bookstores | \$1,500 |
| 4c Full Page | \$2,500 | Library | \$3,500 |
| 4c Page 1 | \$2,900 | K-12 | \$2,000 |
| 4c Page 2-7 | \$2,800 | International | \$1,500 |

Ingram, Continued

Contact Lerner for custom pricing

| Catalog Publications | Rate Card | Email | Rate Card |
|--|-----------|---|------------------|
| Inside Front cover | \$3,000 | Targeted Cost plus \$50 per email address | \$1000 |
| Inside Back cover | \$2,800 | Indie Wire Newsletter - Spotlight | \$1,500 |
| Back Cover | \$3,200 | Thematic Email Campaigns - Feature | \$600 |
| Super Annotation | \$200 | Digital | |
| Children's Advance Supplement | \$600 | iPage advertising | |
| Childrens' Holiday Catalog | \$600 | Home Page Premium | \$2,500 |
| Biography & History Catalog | \$600 | Home Page Vertical | \$2,000 |
| Graphic Novels & Comments | \$600 | Direct Mail | |
| Spring Gift Books, Holiday Gift Books, Fall Gifts & Games | \$600 | ARC mailing Cost plus 200 plus standard-sized galleys | \$1300 |
| Lifestyle | \$600 | Promotional Materials or Catalogs | Request Quote |
| Mind, Body and Spirit | \$600 | Premier Picks (Curated by Ingram Collection Development Cost plus 200 plus standard-sized galleys | \$1500 |
| K12 Resource | \$300 | | |
| 4c Series Feature | \$500 | | |
| Annotation | \$50 | | |
| My Spanish Bookshelf | \$300 | | |