

Book Review San Francisco

Book Review Sacramento

media kit 2013



We hung our shingle out when everyone else was taking theirs in.

During a time when print newspaper book review sections were on the decline, being canceled, or being moved into the Arts section of a daily newspaper, we challenged that trend by not only launching the *Sacramento Book Review* in 2008, but expanding to San Francisco and other cities, instead of shrinking.



And, then, we morphed with technology!

Why just print when you can do SO much more with a magazine app or “eZine.”

We’re very proud to be the only U.S.-based book review publication in Apple Newsstand and Google Play.

Why advertise ordinarily when you can be EXTRA-ordinary?

Make your ads **POP**. Literally. When you advertise inside a magazine app, you bring your ad to life. With the tap of a finger, readers can purchase your book, watch a video trailer, listen to you talk about the book. All without ever leaving the magazine page. Wow your audience with an animated ad.



kindle **fire**

Google play

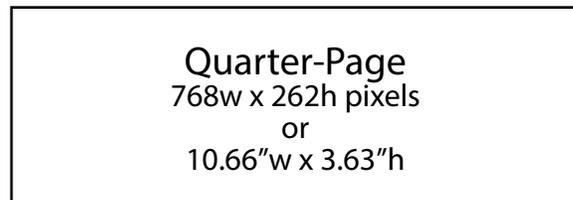
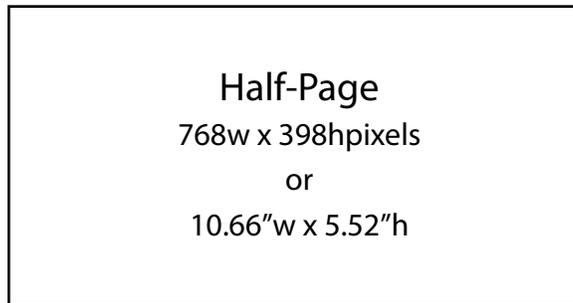
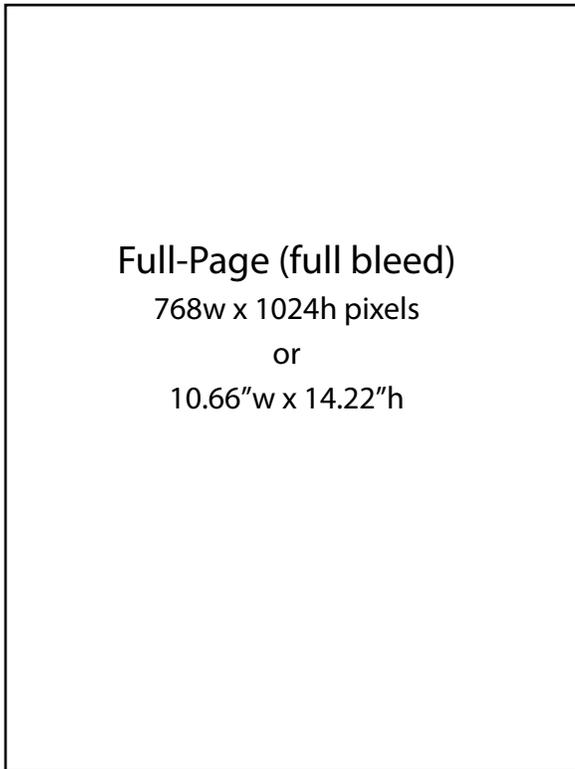
OVERVIEW

AD SIZES/RATES

ELECTRONIC GUIDELINES

EDITORIAL CALENDAR

Advertising Sizes



Advertising Rates

Size	SBR or SFBR	SBR/SFBR and PBR
1/4-page	\$280.00	\$415.00
1/2-page	\$450.00	\$700.00
Full-page	\$900.00	\$1,350.00

**CONTACT US FOR AN
AD CONTRACT**

**sales@1776productions.com
or call 877-913-1776**

Electronic Guidelines

At this time, all SBR/SFBR ads run portrait only on the tablets.

Flat Ads

Flash is not supported on all devices and that it would be best to avoid any links that attempt to run Flash. HTML5 is universally supported on both iOS and Android devices.

The layout should be 300 DPI or vector art.

We accept the following file formats:

Adobe InDesign (Mac or PC), Adobe Illustrator (Mac or PC), EPS, TIF, high-quality JPG, PDF.

It is best to convert fonts to graphics or outlines when using Adobe Illustrator to create the ad. Flatten all layers when creating the ad in Adobe Photoshop.

Interactive Ads

These are interactive ads that are designed to fit tablet devices. Ads can take advantage of multi-media app functionality to play content, such as image slide-shows, video, audio, and/or web-enabled links through hotspot buttons and/or web-elements.

- Ad consists of a base page plus up to three additional hotspot layers/pages.
- Each ad can contain a total of 3 interactive elements. Each interactive element must be in its own page/layer.
- Interactive elements can be a combination of slideshow, sound, video and widgets. Combined file size cannot exceed 10MB.
- HTML5 cannot be combined with any other functionality.
- Embedded image slideshows can include up to 10 photos total (must be gallery images, not additional advertising pages).
- Combined run time for videos cannot exceed 120 seconds. Videos cannot be updated once published.
- Web elements are accepted. Ad can have a maximum of three web-elements in addition to the hotspots.

Artwork Submission

Files of up to 20 MB may be emailed to:
sales@1776productions.com

Larger files may be uploaded to Dropbox or another FTP server. If resources are needed to assist with creative re-design, e-mail sales@1776productions.com.



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ELECTRONIC GUIDELINES

EDITORIAL CALENDAR

Magazine	Month	Focus
San Francisco Book Review	January 2013	Presidential inauguration
Sacramento Book Review	February 2013	Valentine's Day
San Francisco Book Review	March 2013	Easter
Sacramento Book Review	April 2013	Spring, Home & Garden
San Francisco Book Review	May 2013	Spring, Home & Garden Children's Book Week insert
Sacramento Book Review	June 2013	Summer, travel books, home & garden
San Francisco Book Review	July 2013	Summer, travel books, home & garden
Sacramento Book Review	August 2013	Back to School
San Francisco Book Review	September 2013	Back to School
Sacramento Book Review	October 2013	Halloween
San Francisco Book Review	November 2013	Thanksgiving
Sacramento Book Review	December 2013	Christmas, Hanukkah Gift Guide insert