

# 2017 RATE CARD

MAY 31 - JUNE 2, 2017  
NEW YORK CITY  
JAVITS CENTER

# BOOKEXPO

CREATE AN INTEGRATED MEDIA CAMPAIGN THAT INFLUENCES OUR BUYERS ON SCREEN, IN PRINT, AND AT OUR EVENT.

## E-REGISTRATION

- eRegistration Sponsor.....\$5,250
- Welcome Email Exclusive Banner Ad.....\$5,000

## MY SHOW UPGRADES

- Showroom Listing.....\$800
- Product Category Sponsor.....*Call for Pricing*

## WEB BANNER

- Welcome Ad.....\$5,000
- Re-Marketing Campaign 50k.....\$1,250
- Re-Marketing Campaign 100k.....\$2,500
- BookExpo Homepage Slider - Month of Show....\$1,500
- BookExpo Homepage Slider - 1 month out.....\$1,200
- BookExpo Homepage Slider - 2 months out.....\$900
- Web Banner 50K impressions.....\$1,250
- Web Banner 100K impressions.....\$2,500
- Web Banner 150K impressions.....\$3,000

## E-MAIL

- Small Banner.....\$255
- Medium Banner.....\$350
- Large Banner.....\$550
- XLarge Banner.....\$825
- Exhibitor Newsletter Banner Ad.....\$900
- Partner Bulletin.....\$1,000

## SOCIAL MEDIA

- Sponsor Facebook Post - Pre-Show.....\$500
- Sponsor Facebook Post - Thursday.....\$1,000
- Sponsor Facebook Post - Friday.....\$1,000
- Sponsored Tweets - Pre-Show.....\$500
- Sponsored Tweet - Thursday.....\$1,000
- Sponsored Tweet - Friday.....\$1,000

## PRINT DIRECTORY

- Back Cover [Cover 4].....\$6,500
- Inside Front Cover [Cover 2].....\$4,500
- Inside Back Cover [Cover 3].....\$4,500
- Two Page Spread.....\$4,000
- Full Page Ad.....\$2,950
- Half Page Ad.....\$1,575
- Logo & Shaded Listing.....\$325

## EVENT MAP

- Map Front Cover.....\$3,675
  - Map Back Cover.....\$3,675
  - Map Full Panel Ad.....\$1,500
- All map sponsorships include logo & highlighted listing*

## EVENT & NETWORKING RECEPTIONS

- Author Breakfast Video Trailer.....\$3,000
- Adult Author Breakfast Presenting Sponsor...\$12,000
- Adult Author Breakfast Line Handout.....\$2,000\*
- Children's Author Breakfast Presenting Sponsor..\$12,000
- Children's Author Breakfast Line Handout.....\$2,000\*
- Museum Breakfast Title Sponsorship.....\$2,300
- Museum Breakfast Tabletop.....\$1,300
- Librarian Reception Title Sponsor.....\$1,600
- Librarian Reception Tabletop.....\$550

## NON-EXCLUSIVE OPPORTUNITIES

- Floor Decal Path.....\$4,000\*
- Registration Desk Handout - Thursday.....\$1,200\*
- Registration Desk Handout- Friday.....\$1,200\*
- Street Team Handout - Thursday.....\$1,600\*
- Street Team Handout - Friday.....\$1,600\*

## EXCLUSIVE BOOKEXPO & BOOKCON OPPORTUNITIES

- Door Decals Crystal Palace.....\$6,000\*
- Door Decals North Concourse.....\$6,000\*
- Door Decals North Concourse & Crystal Palace.....\$10,000\*
- Bathroom Decal Sponsorship.....\$6,000\*
- Press Lounge Sponsor.....\$6,000\*
- Onsite Registration Sponsor.....*Call for Pricing\**
- Stair Sponsor.....\$12,000\*
- Escalator Sponsor.....*Call for Pricing\**

## EXCLUSIVE OPPORTUNITIES

- Downtown Stage Sponsorship.....\$6,000
- Uptown Stage Sponsorship.....\$5,000
- Badge Sponsor -  
Includes Holder & Badge Stock.....\$9,000\*
- Lanyard Sponsorship.....\$5,000\*
- Official Show Bag.....\$2,500\*
- Photo Kiosk Sponsorship.....\$15,000
- Attendee Shipping Sponsor.....\$10,000\*

## SIGNAGE OPPORTUNITIES

- Indoor Banners.....*Call for Pricing\**
- Double Sided Meterboard -  
BookExpo OR BookCon.....\$1,650
- Double Sided Meterboard -  
BookExpo AND BookCon.....\$2,650
- Javits TV Network Ad.....\$4,000
- Outdoor Marquee Ad Spot.....\$4,000
- Inner Roadway Light Posts.....\$7,500\*
- Aisle Signs - Book Expo Only.....\$4,000\*

## MOBILE APP

- Push Notification.....\$750
- Promoted Post in Social Feed.....\$550
- Mobile Banner Ad.....\$3,600

For more information please refer to the media kit at [www.bookexpoamerica.com/media-kit/](http://www.bookexpoamerica.com/media-kit/)

\* Indicates production, design, shipping/freight and/or labor cost **NOT** included.

TERMS: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.

## Sales Contact

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company name

contact

authorized signature

title

date