



The content and the buzz.

Gain Massive Industry Exposue— Create Your Own BEA Podcast for

www.bookexpocast.com

June 5-7, 2012 | Javits Center, New York, NY | www.bookexpoamerica.com

BookExpo America (BEA) podcasts are an ideal online opportunity for you to talk about book signings, new titles, company news, and more.

Benefits of Your Own BEA Podcast

- BEA Podcasts give you exposure to a large audience of industry professionals and consumers.
- BEA Podcasts are available through iTunes, Google, and other podcast portals, as well as on the BEA and BookExpoCast podcast Web sites where those who do not have an iPod can listen or watch on their computers.
- BEA Podcasts can be subscribed to by users so they will receive them—free—through their email.

BEA Podcast Audience Traffic to www.bookexpocast.com

	2009	2010	2011
Unique Visitors:	110,275	164,196	93,239
Total Visits:	195,559	276,222	167,901
Total Page Views:	694,455	907,807	619,707

Cost-Effective BEA Podcast Options Maximize Your Exposure

- BEA Podcasts will be aggressively promoted and distributed to the publishing industry through the following marketing channels:
 - o All major podcast portals such as iTunes, Google, MyYahoo, Podcast Alley, Odeo, Microsoft's Zune, and others.
 - o Full-page ad in the Official BEA Show Directory handed out to everyone on-site at BEA.
 - o BEA Attendee Marketing Campaign—print and online.
 - o Promotions and signage on-site at BEA.
 - o Social media: Twitter, Facebook, Linked In, The BEA Event Director's blog, etc.

For more information on how you can create your own BEA Podcast,
contact Michele Oppenheimer at 203-840-5445 or moppenheimer@reedexpo.com.

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