



BOOKEXPO AMERICA

The content and the buzz.

# Podcasts at the BEA Authors Studio

An ideal online opportunity for you to create podcasts about book signings, new titles, company news, and more!

June 5-7, 2012 | Javits Center, New York, NY | [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

Give your authors an opportunity to record a three or five minute audio interview podcast. Podcasts will be available on the BEA Web site and distributed on a special feed ([www.bookexpodcast.com/authors-studio](http://www.bookexpodcast.com/authors-studio)) to iTunes and across the Web through BookExpoCast.

- **247,000 downloads of the audio and video podcasts**
- **94,000 unique visitors to our podcast website, [www.bookexpodcast.com](http://www.bookexpodcast.com)**
- **167,000 visits to that site**
- **620,000 page views**

**Podcasts at the Authors Studio**

Record a three or five minute interview with your author(s) and our Emmy-award winning reporter. We have a sound studio close to the Autographing Area. Send your author over before or after their session. (You may choose to do your podcast either pre-show or on-site)

**AUDIO**

- 3 Minutes:** \$315 each
- 5 Minutes:** \$470 each
- Pre-show**
- On-site**

**VIDEO**

- 3 Minutes:** \$450 each
- 5 Minutes:** \$595 each
- Pre-show**
- On-site**

**"ADD-ON" to VIDEO**

- Book Trailer (Pre-Produced by your company, simply submit it to us):** \$150

**Overall Presenting Sponsor: \$7,350**

Have your name attached to more than 200,000 downloads and over 500,000 page views! Everywhere the podcast goes, so goes your name as the presenting sponsor.

**Track Sponsor: \$3,150**

Have your name attached to one of the popular tracks at BEA including Let's Get Digital with the IDPF, DIY (Do It Yourself), Author Interviews, or Special Events.

**Live Streaming & Webcasts: \$4,200**

You can present a new feature of our podcast program: live streaming of audio and video events, or even a special interview with BEA Event Director Steve Rosato.

Fax back completed form to Michele Oppenheimer at 203-840-9445.

Company:	<input type="text"/>	Booth #:	<input type="text"/>
Name:	<input type="text"/>		
Phone:	<input type="text"/>	Fax:	<input type="text"/>
Address:	<input type="text"/>		
City:	<input type="text"/>	State:	<input type="text"/>
		Zip:	<input type="text"/>
Email:	<input type="text"/>		
Authorized Signature:	<input type="text"/>	Date:	<input type="text"/>

**\*ADVERTISING TERMS: ALL advertising and sponsorship opportunities does not include the following: Production of any materials, artwork, shipping and handling of any materials, installation and/or dismantling labor charges, any catering/AV equipment associated with sponsorships and any other fees related to the associated vendors.** 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.

For more information on sponsorship opportunities, contact Michele Oppenheimer at 203-840-5445 or [moppenheimer@reedexpo.com](mailto:moppenheimer@reedexpo.com).

[www.bookexpoamerica.com](http://www.bookexpoamerica.com)