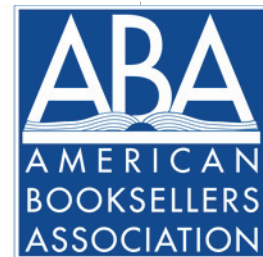




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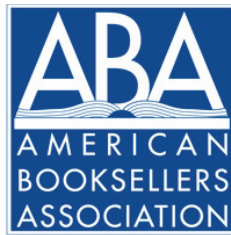
MEDIA GUIDE

FOR MORE INFORMATION, PLEASE CONTACT:

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Project Manager, Naylor Association Solutions
(800) 796-2638 ext. 6981
rkramer@naylor.com

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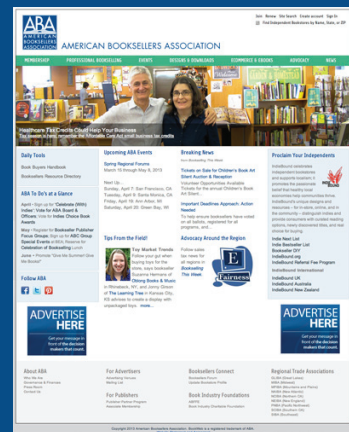
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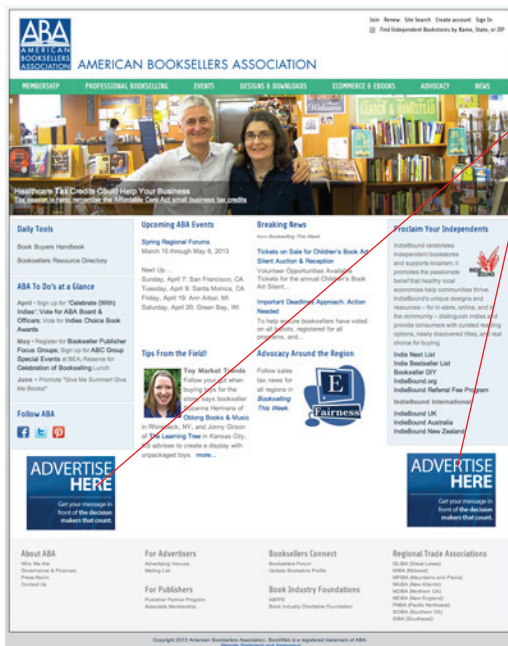
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Run-of-Site Rectangle – 180 x 150 pixels

12 Months | \$2,800

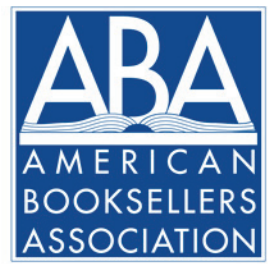
6 Months | \$1,550

3 Months | \$850

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Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



American Booksellers Association

About Bookselling This Week:

Now more than ever, professionals consume information on the go. Our unique *Bookselling This Week*, appears on BookWeb.org and is also sent out via email as a weekly eNewsletter. *Bookselling This Week* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted newsletter:

- Cross-promoted in other ABA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Half-Banner – 234 x 60 pixels

12 Months | \$5,850

1 Month | \$600

1 Week | \$200

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Bookselling This Week

- Newsletter sent to more than 9,500 individuals weekly
- Averages 20,000 page views a month on the BookWeb.org home page

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