

The *Atlantic Books Today* website serves as a hub for publishing in Atlantic Canada. This site is kept up-to-date with fresh content, a directory of bookstores, publishers, their titles and related authors, and a growing archive of book reviews and feature stories.

The pages at **AtlanticBooksToday.ca** get thousands of visits* every month—and counting, as *Atlantic Books Today* continues to expand and offer more reviews, more photos, more stories, more news, including exclusive online content and exciting book giveaways.

The *Atlantic Books Today* website strengthens our connection with readers not only across Eastern Canada but with the rest of the country and the world. **AtlanticBooksToday.ca** has visitors from as far as the United Kingdom, South Africa, France, India, China, Australia, Iran, the United Arab Emirates and more.*

Atlantic Books Today is also connecting with readers on social media websites such as Facebook and Twitter. Readers love connecting with us and are encouraged to discover more at **AtlanticBooksToday.ca**.

Offering more of the latest news about authors, events and everything readers want to know about all kinds of books, **AtlanticBooksToday.ca** is an opportunity to extend your message to our online audience. Take readers directly to your site with ads that link to your desired landing page.

Complement your print campaigns with affordable advertising and take advantage of our website and social media efforts.

*Source: Google Analytics January 2011



RATES & REQUIREMENTS

BOOKMARK

190 px wide x 400 px high
\$200/month

NOVELLA

200 px wide x 125 px high
\$150/month

Rates do not include HST or GST

- File format: jpg, gif or png
- Under 30 k
- When submitting your ad please be sure to include the full URL link to your desired landing page including the http://
- Production and design work available upon request, additional charge as required.

Advertising on the *Atlantic Books Today* website is an exclusive opportunity for those currently advertising in the spring edition of *ABT*. Current print advertisers are eligible to advertise online throughout the months of April-August.

Ad campaigns will run for one month with the option to renew, replace or increase your booking with additional ads.

1484 Carlton Street
Halifax, Nova Scotia
B3H 3B7
Tel: (902) 420-0711
Fax: (902) 423-4302
www.atlanticpublishers.ca



ADVERTISING CONTRACT / INSERTION ORDER: 2011

April advertising deadline: March 25, 2011

I am advertising in the Spring issue of *Atlantic Books Today* and wish to advertise on *AtlanticBooksToday.ca* for the month of April.

Size of ad: Bookmark Novella

Advertiser: _____

Date: _____

Atlantic Books Today Representative: _____

Date: _____

To Book:

Return this web insertion order to apma.admin@atlanticpublishers.ca or fax to (902) 423-4302 on or before March 25, 2010. Send ad material to apma.admin@atlanticpublishers.ca on or before March 25, 2010.

Conditions:

- All web advertising subject to approval by the APMA
- Advertising booked but not delivered will be invoiced as if advertisement appeared on the website
- All rates subject to change with 30 days notice

Atlantic Publishers Marketing Association

www.atlanticpublishers.ca Tel. (902) 420-0711 Fax (902) 423-4302 pwalt@atlanticpublishers.ca
1484 Carlton Street, Halifax, Nova Scotia B3H 3B7