



Open Road Activation

**Tap into our
network of
power
readers**

PUT THE RIGHT BOOK IN FRONT OF THE RIGHT READER

Meet our audience of 3 million power readers



HIGHLIGHTS

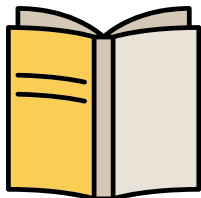
91%
read 10+
books a year

73%
read 20+
books a year

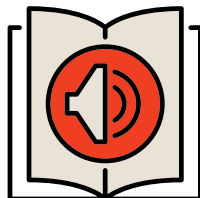
55%
read 30+
books a year



98%
read ebooks



71%
read hardcovers
and paperbacks

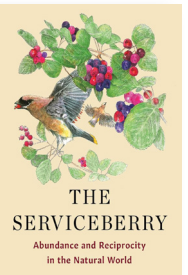
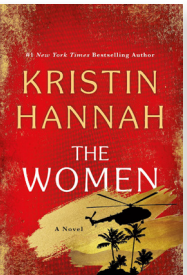
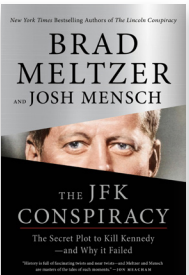
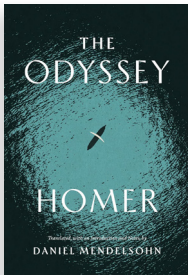


46%
listen to
audiobooks

Advanced Targeting That Sells Books in Every Format

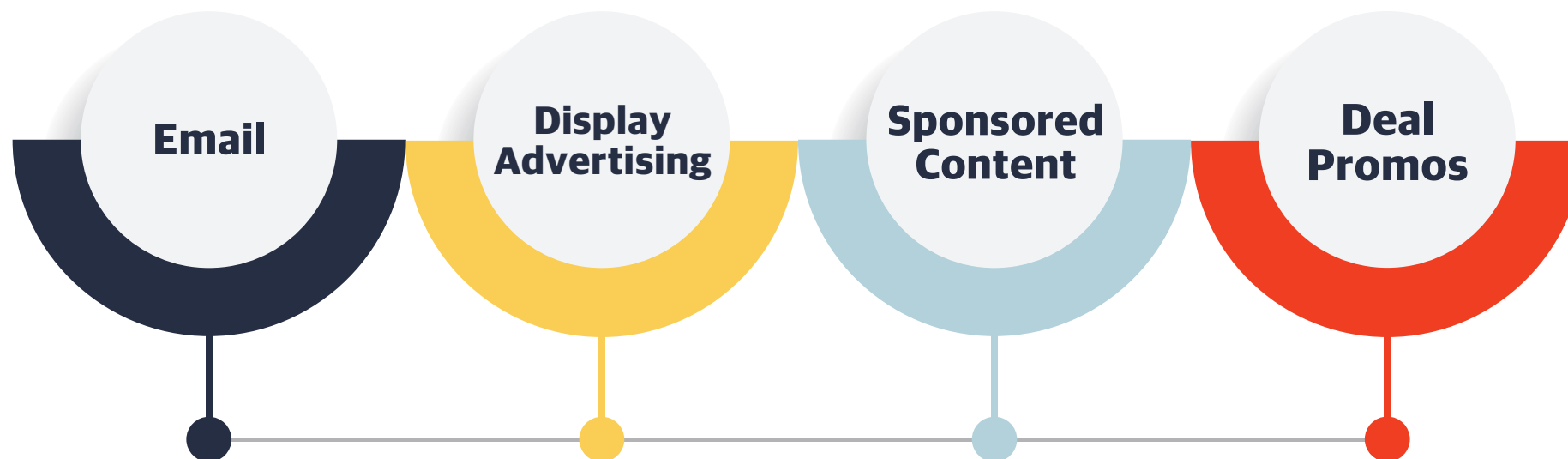


We can target by category,
subcategory, author, and title

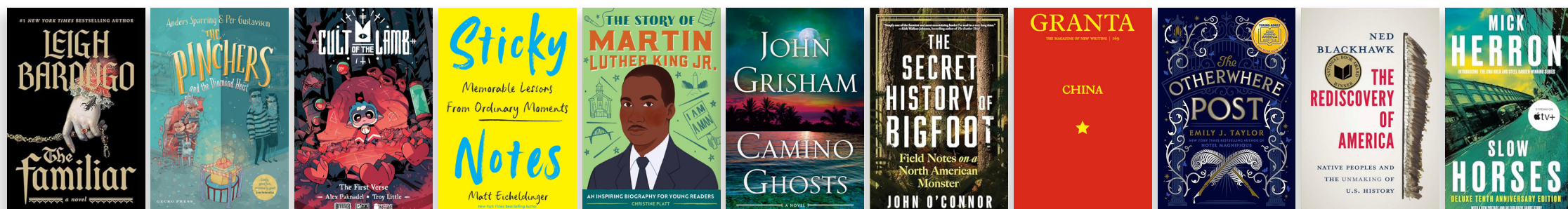


We can reach readers interested in any book

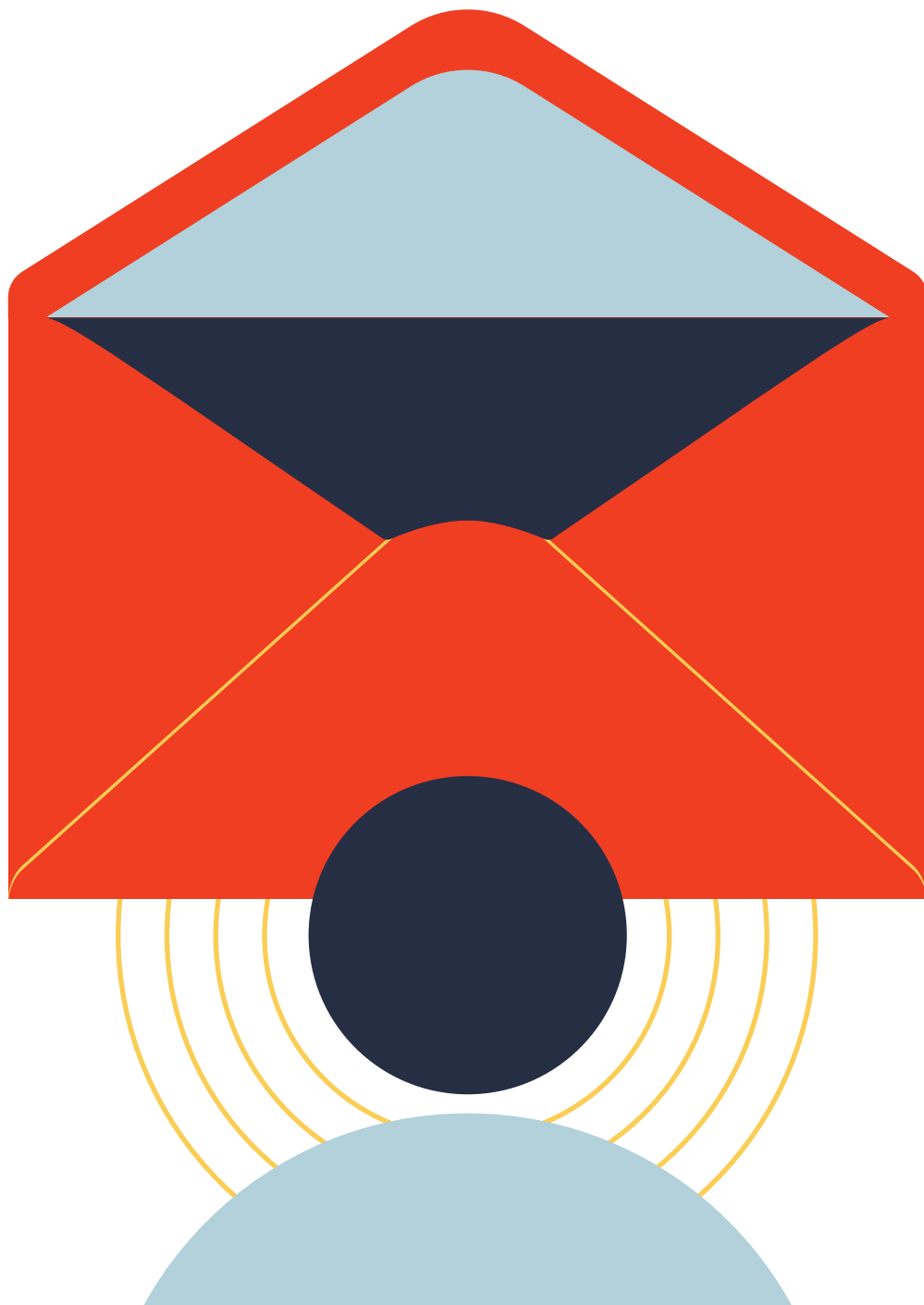
Ways you can reach our audience



BUILD A CUSTOM CAMPAIGN WITH MULTIPLE ELEMENTS



Email



Dedicated Email

Three highly effective and flexible options based on your budget and goals

☑ **FEATURE ONE OR MULTIPLE TITLES** ☑ **LINK TO YOUR CHOICE OF SITES**

TITLE AWARENESS

Reach 300,000 power readers

\$3,000

PERFORMANCE PLUS

Reach up to 50,000
targeted readers in your genre

\$1,750

PERFORMANCE

Reach more than 25,000 highly targeted
readers interested in books like yours

\$1,000

RE-TARGETING

Follow up with clickers from a previous email

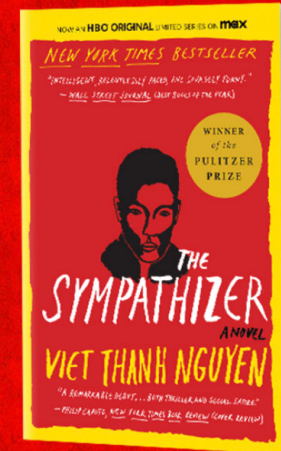
+\$500



EARLY BIRD BOOKS

THIS MESSAGE IS BROUGHT TO YOU IN PARTNERSHIP WITH [GROVE ATLANTIC](#).

the Sympathizer



All episodes of the hit
HBO Original
Limited Series
from Park Chan-wook
and Robert Downey Jr.
are streaming now!

READ NOW

This tense novel is narrated by a double agent: a half-French, half-Vietnamese man who comes to America after the Fall of Saigon, only to continue reporting back to his communist superiors. See the world through the eyes of a conflicted subversive in this "intelligent, relentlessly paced and savagely funny" story (*The Wall Street Journal*), now adapted into an HBO limited series from Executive Producers Park Chan-wook and Robert Downey Jr.

Amazon

Barnes & Noble

Typical CPM for Awareness Email under \$10 · Typical CPC for Performance Email \$0.50-\$2.00

Giveaways

We will create your landing page and advertise it through a dedicated email

✓ **GET YOUR BOOKS IN THE HANDS OF INTERESTED READERS** ✓ **GROW YOUR EMAIL LIST WITH HIGH-VALUE LEADS**

TITLE AWARENESS

Includes dedicated email to 25k targeted readers

\$1,250

TITLE AWARENESS PLUS

Includes dedicated email to 50k targeted readers

\$2,000

AUDIENCE DEVELOPMENT

Receive the email address of every reader who enters the giveaway

+\$1,000

HOME > PROMOTED

Enter for a Chance to Win the Entire *Outlander* Series by Diana Gabaldon

To celebrate World Outlander Day, one lucky winner will receive 19 books revolving around Diana Gabaldon's *Outlander* series.

PROMOTED BY PENGUIN RANDOM HOUSE | By [The Portalist Staff](#) | Published May 28, 2024



Whether you're new to the epic story of Claire Randall's adventures through time or a diehard *Outlander* fan, whether you watched the show or read the books, this giveaway has everything you could ask for. It starts with all nine of the published novels so far, but there's plenty more, including graphic novels and companion works to the Starz production.

Giveaways typically receive between 500 and 1,500 entrants

Seasonal Promotions

Reach more readers at key calendar moments with highly targeted promotions

☑ MULTIPLE PLACEMENTS OVER A 2-4 WEEK PERIOD ☑ AFFORDABLE ENGAGEMENT FOR MULTIPLE TITLES

COST

\$500 for one title

\$400 each for two titles

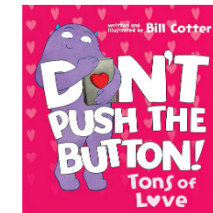
\$300 each for three or more titles*

New Year, New You	Valentine's Day	Easter	Mother's Day
Father's Day	Graduation	Pride	Summer Reading
Christmas in July	Banned Books	Halloween	Holiday

***Additional volume discounts for 10+ titles**



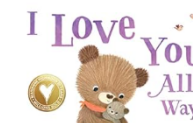
These adorable books will give your loved young ways new ways to feel and celebrate the love all around them this Valentine's Day.



Don't Push the Button: Tons of Love

Larry, the playful monster from the *USA Today* bestseller *Don't Push the Button!* is back, and this time, he's full of love! From the brilliant mind of author and illustrator Bill Cotter comes an irresistible interactive book for children.

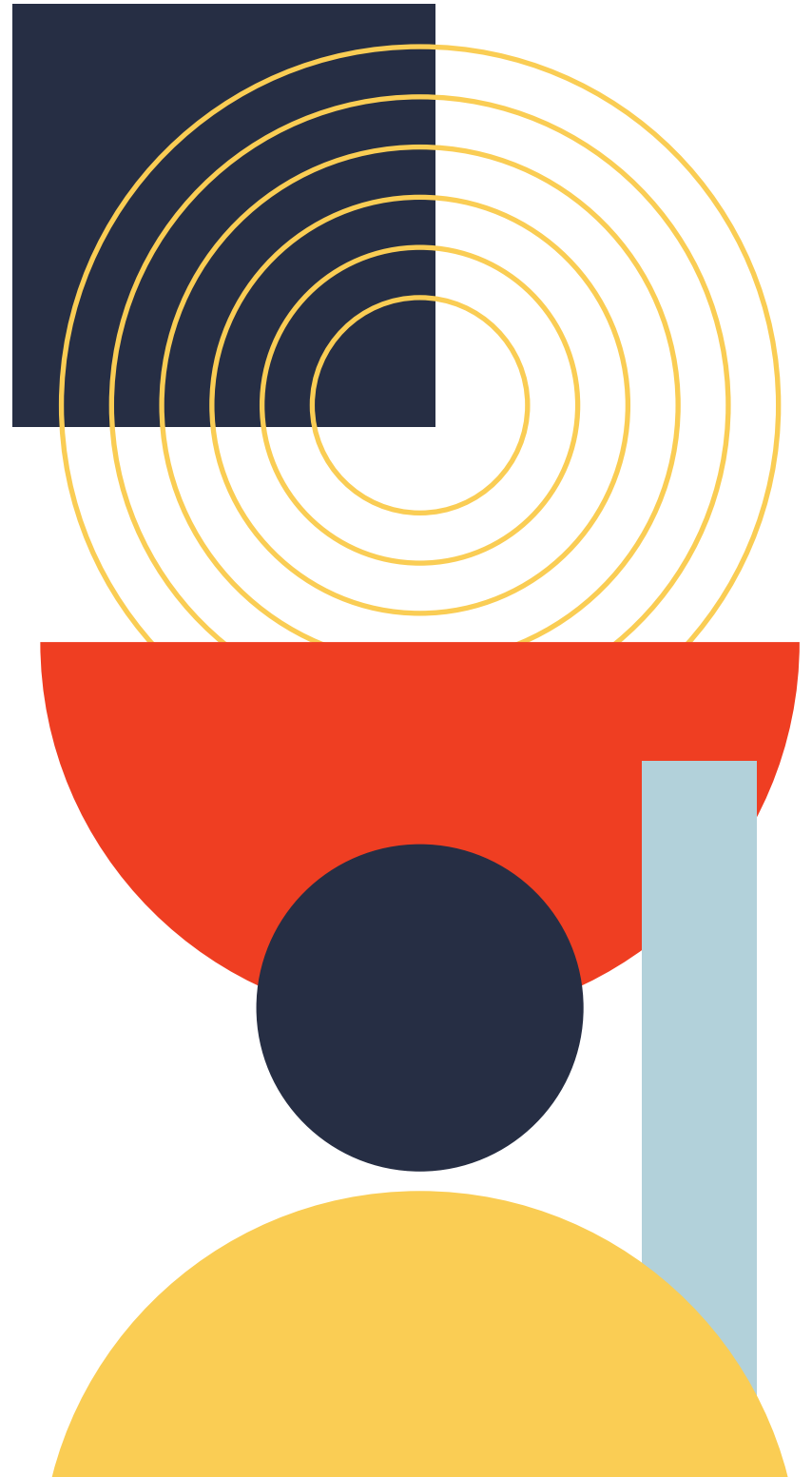
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ABSOLUTION

A SOUTHERN REACH NOVEL

JEFF VANDERMEER

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**YOUNG READERS**

Fun features and information about outstanding reads for children and teens—perfect for parents, educators, and librarians.

☐ *Subscribe to Young Readers!*

By entering your email, you confirm that you are over the age of 13 and agree to receive information and updates about Young Readers. You can withdraw consent at any time.

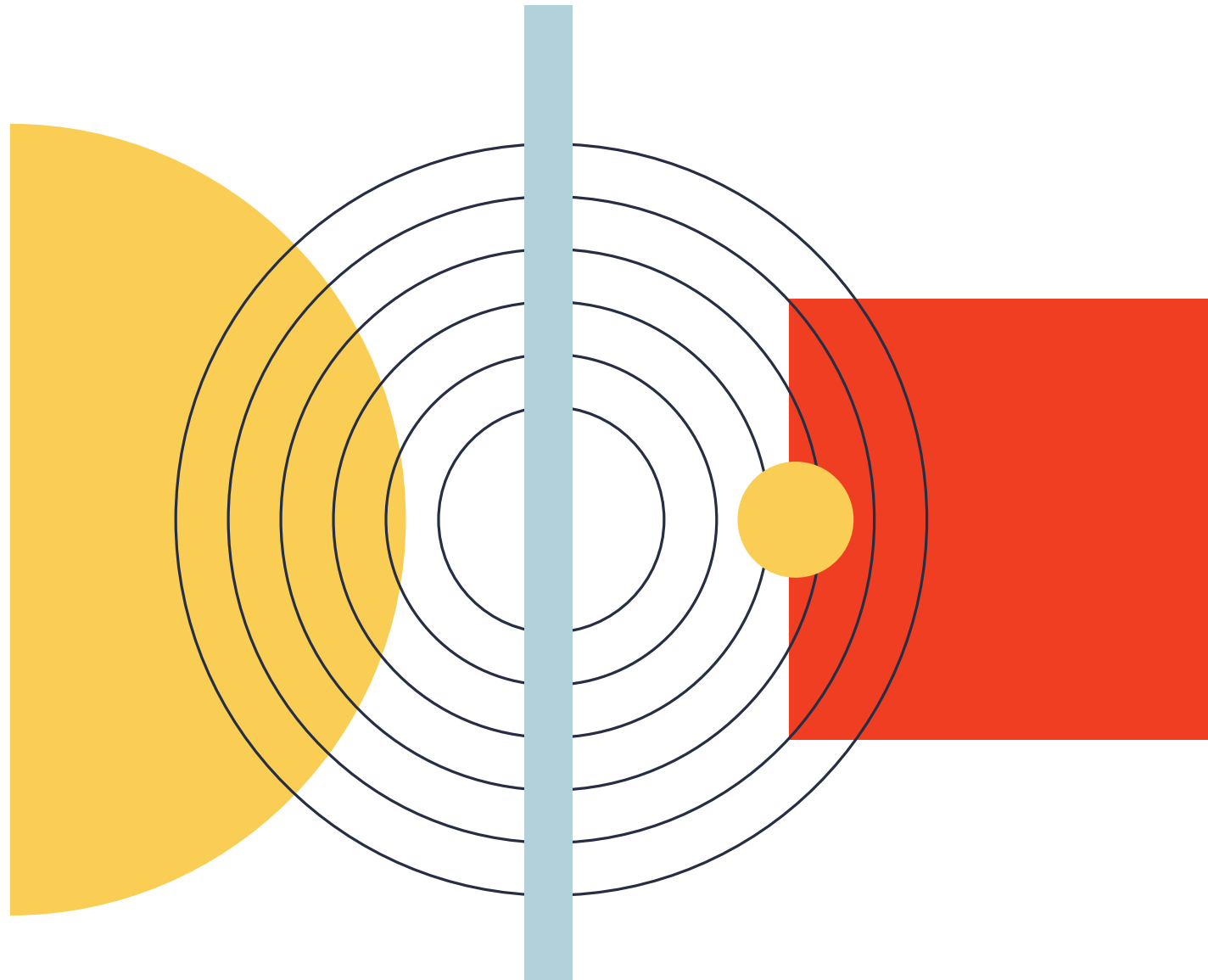
NEWSLETTER ADS

PROPERTY	PRICE
Early Bird Books	\$250
The Reader	\$100
The Lineup	\$75
The Portalist	\$75
Murder & Mayhem	\$75
The Archive	\$75
A Love So True	\$50

WEBSITE ADS

WEBSITE	7-DAY COST	14-DAY COST
The Lineup	\$600	\$1,200
The Portalist	\$600	\$1,200
Murder & Mayhem	\$500	\$1,000
The Archive	\$500	\$1,000
A Love So True	\$400	\$800

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Sponsored Content

Evergreen Investment for your Authors

Murder in a Small Town: The Karl Alberg Series by L.R. White

Read the award-winning Canadian mystery series that inspired the show.

PROMOTED BY FELONY & MAYHEM | By [Kelsey Christine McConnell](#) | Published Sep 23, 2024



Sneak Peek: Read Chapter 1 of Children of Anguish and Anarchy

The conclusion of Tomi Adeyemi's bestselling Legacy of Orisha trilogy publishes June 25.

PROMOTED BY MACMILLAN | By [The Portalist](#) | Published Jun 2, 2024



Every piece of content we create is promoted through our social media channels and newsletters

 EARLY BIRD BOOKS

THE LINEUP

THE PORTALIST

THE ARCHIVE

A LOVE SO TRUE

MURDER & MAYHEM

Sponsored Content Rates

EXCERPT

Between 800 and 2,000 words.
Includes: Book cover, staff written description
of the book, links to purchase

\$500

THEMED LIST

Add your book to the top of a new or existing
list or create a list entirely of your titles

\$500+

TITLE SPOTLIGHT

Includes: Book cover, description, links to purchase

\$500

AUTHOR INTERVIEW

Includes: Book covers and
buy links for the author's titles

\$750

ASK US ABOUT OTHER OPPORTUNITIES

The screenshot shows the 'EARLY BIRD BOOKS' website. At the top, there's a navigation bar with a menu icon, the site name, and a 'Subscribe' button. Below the navigation bar, a breadcrumb trail reads 'HOME > BOOK RECOMMENDATIONS'. The main heading is 'These Children's Books Tell the Stories of Incredible People'. Below this, a sub-headline says 'Introduce your kids to real heroes.' The byline reads 'By Orrin Grey | Published Jan 12, 2024'. A row of four book covers is displayed: 'THE STORY OF UBY RIDGES', 'THE STORY OF FRIDA KAHLO', 'THE STORY OF JACKIE ROBINSON', and 'THE STORY OF HARRIET TUBMAN'. Below the books, a paragraph starts with 'Launched in 2020, the "Story of" book series was designed to help make biographies of important and famous figures accessible and enjoyable for readers between the ages of 6 and 9. Complete with illustrations, timelines, and word definitions to help kids read and comprehend, these books span modern celebrities to historical figures such as George Washington and Marie Curie.' Another paragraph follows: 'Written in accessible language and illustrated throughout, they help young readers to understand history, biography, and the ways in which the subject of each book changed the world through science, art, leadership, and beyond.' A third paragraph states: 'One thing that the "Story of" books brings to the table that has been neglected by too many other biographies – especially for younger readers – is to include the many contributions of people of color throughout history. And it makes sense that a series dedicated in part to bringing to light the important role that people of color have played in our world would also be committed to letting people of color tell these important stories, as the authors behind the "Story of" series are overwhelming people of color themselves.' Below this, a line reads 'Want to learn more? Check out 10 of our favorite "Story of" titles below!'. At the bottom, a featured book is shown: 'THE STORY OF SOJOURNER' by Anita Crawford Clark.



**Ebook
Deal Promos**

Ebook Deal Promos

Custom targeting and multiple deal placements in our newsletters designed to

✓ INCREASE SALES ✓ REACH MORE READERS ✓ BREATHE NEW LIFE INTO BACKLIST BOOKS

The Lord of the Rings

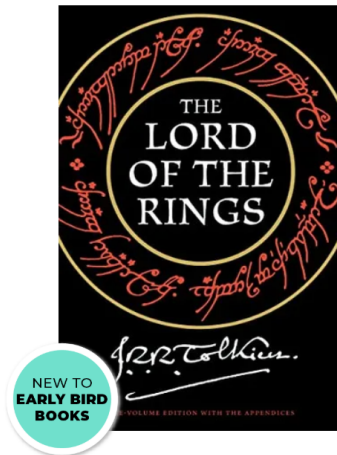
By J.R.R. Tolkien



\$1.99 ~~\$15.99~~

EXPIRES 5/13/2024

Epic Fantasy



One Ring to rule them all ...

The Lord of the Rings tells of the great quest undertaken by Frodo and the Fellowship of the Ring: Gandalf the Wizard; the hobbits Merry, Pippin, and Sam; Gimli the Dwarf; Legolas the Elf; Boromir of Gondor; and a tall, mysterious stranger called Strider.

Amazon

Apple Books

Barnes & Noble

Awesome Architecture Activities for Kids

By Andrea Mulder-Slater



\$2.99 ~~\$7.99~~

EXPIRES 4/2/24

Children's



Get kids excited about architecture with hands-on activities

Kids will explore the key principles of building and design through creative projects like constructing a bridge, designing a garden, and planning a shopping center.

Amazon

Pricing: \$100 - \$300 per title

Send us a list of titles and we will vet for the best deal candidates

Get Started

To talk about your books and your goals, contact

Hannah Moseley
Manager, Paid Marketing
hmoseley@openroadmedia.com