



Open Road Activation

**Tap into our
network of
power
readers**

PUT THE RIGHT BOOK IN FRONT OF THE RIGHT READER

What is Activation?

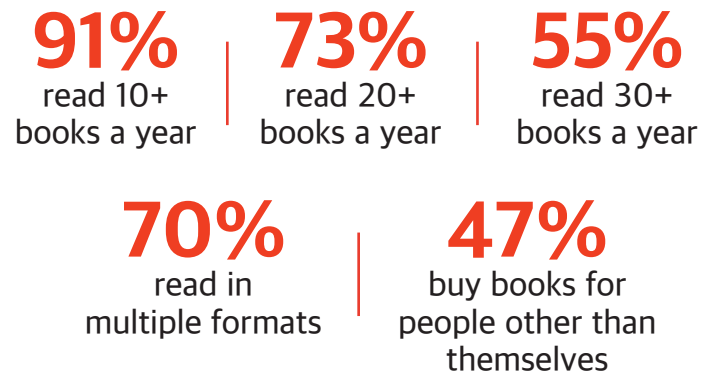
Open Road's direct-to-consumer marketing service for all formats and categories offering a la carte access to our audience of 3 million power readers



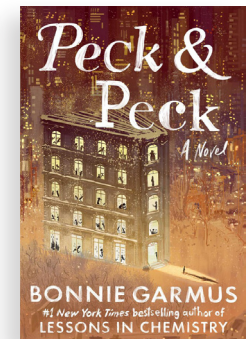
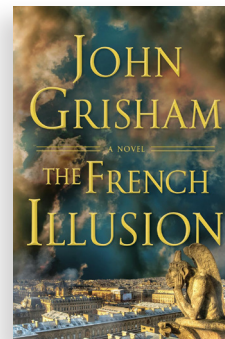
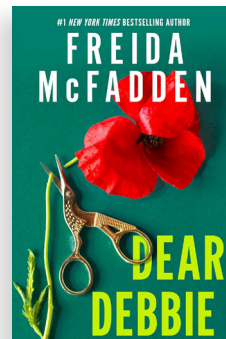
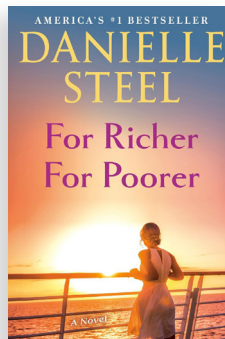
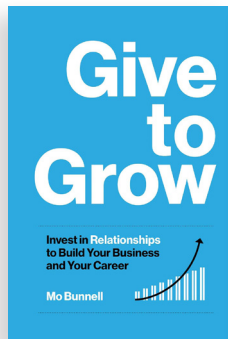
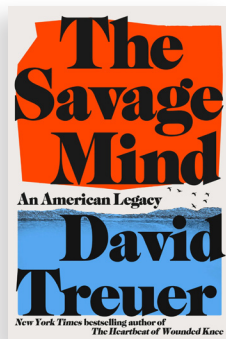
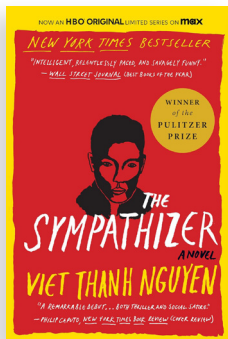
Meet our audience of 3 million power readers



HIGHLIGHTS



- We can reach readers interested in any book
- Advanced targeting by category, subcategory, author, and title
- Custom segments across our consumer-facing properties



Our consumer-facing properties

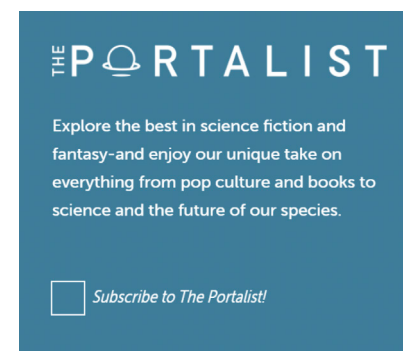
One audience, multiple ways to engage



Early Bird Books
(Daily deals across all categories)



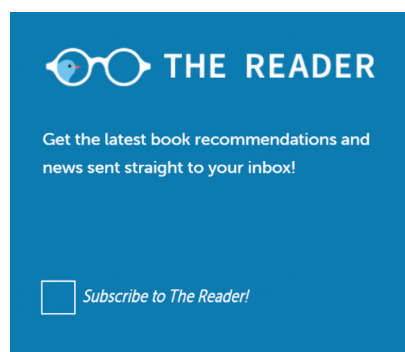
The Lineup
(True Crime, Horror)



The Portalist
(Sci-fi, Fantasy)



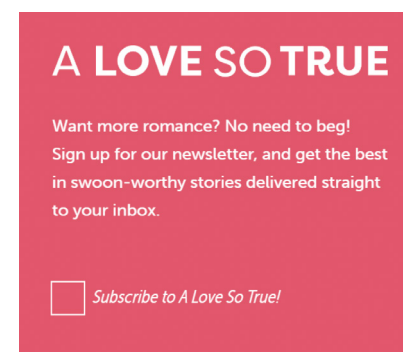
Murder & Mayhem
(Crime Fiction, Thrillers)



The Reader
(Literary Fiction and Nonfiction)



The Archive
(History, Narrative Nonfiction)

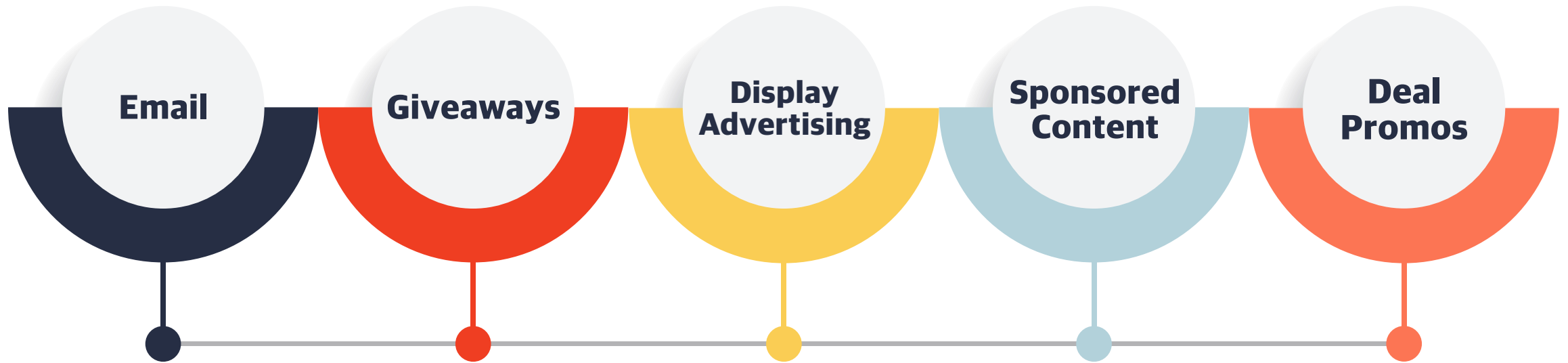


A Love So True
(Romance)



Young Readers
(Children, Teens)

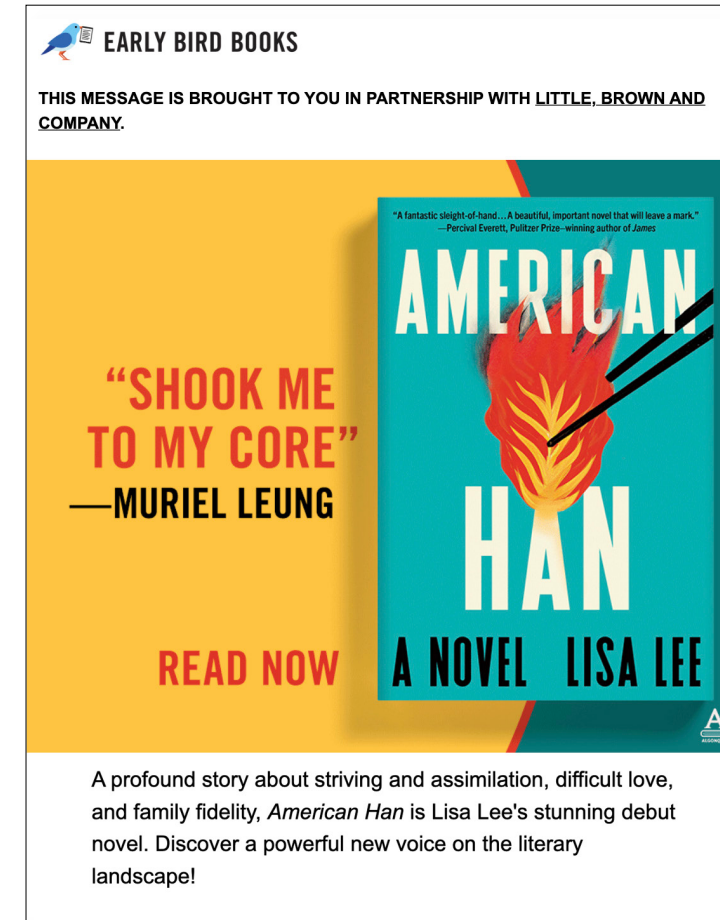
Build a custom campaign with multiple elements



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**



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

Giveaways

Two highly effective options based on your budget and goals

- ✓ **HOSTED ON OUR SITES AND PROMOTED THROUGH OUR NEWSLETTERS**
- ✓ **GIVEAWAYS INCLUDE DEDICATED TARGETED EMAIL**



Giveaways typically receive between 500 and 1,500 entrants

The screenshot shows a webpage for a giveaway. At the top, a navigation bar includes "HOME" and "BOOK RECOMMENDATIONS". The main heading is "GIVEAWAY: Win A Year's Worth of Anna Quindlen!". Below this, the text describes the prize: "Enter for a chance to win 12 of her greatest works, including an advanced copy of her upcoming novel, *More Than Enough*." It also states "PROMOTED BY RANDOM HOUSE PUBLISHING GROUP | By Early Bird Books Staff | Published Jan 8, 2026". A large banner features the book cover for "MORE THAN ENOUGH" by Anna Quindlen and a grid of 12 other book covers. A yellow circular badge on the banner says "ENTER FOR A CHANCE TO WIN 12 BOOKS". Below the banner, a paragraph introduces Anna Quindlen as a *New York Times*-bestselling author and Pulitzer-Prize journalist, and describes her new novel *More Than Enough*.

HOME > BOOK RECOMMENDATIONS

GIVEAWAY: Win A Year's Worth of Anna Quindlen!

Enter for a chance to win 12 of her greatest works, including an advanced copy of her upcoming novel, *More Than Enough*.

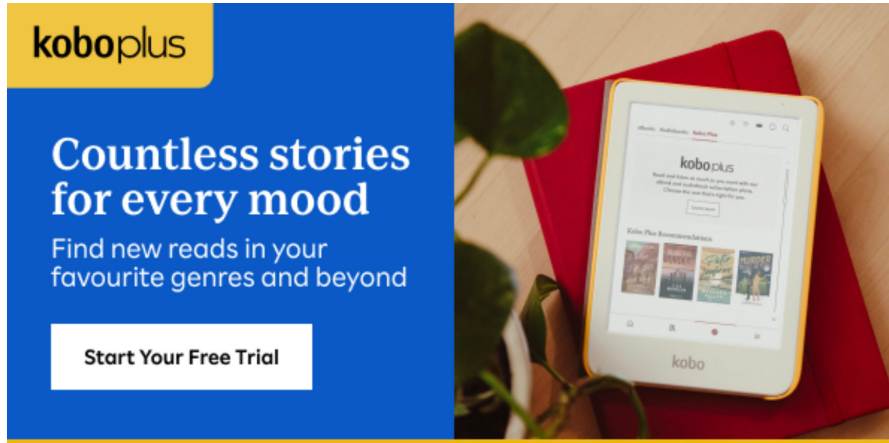
PROMOTED BY RANDOM HOUSE PUBLISHING GROUP | By [Early Bird Books Staff](#) | Published Jan 8, 2026

MAKE 2026 THE YEAR OF ANNA QUINDLEN

ENTER FOR A CHANCE TO WIN 12 BOOKS

Anna Quindlen, the *New York Times*-bestselling author and Pulitzer-Prize journalist, is set to return in the New Year! Infused with her trademark wit and insight, *More Than Enough* follows a woman grappling with the unexpected results of an ancestry test—and the journey that leads her to reconsider the true meaning of family and friendship.

Display Advertising



Newsletter ads are perfect for performance marketing campaigns that prioritize clicks

Website ads are great for awareness campaigns that prioritize reach

Display Advertising Rates

**EARLY BIRD BOOKS**

Get daily alerts on free and discounted ebooks—bestselling fiction, history, biographies, mysteries, and much more—that you can read on any device!

☐ *Subscribe to Early Bird Books!*

THE LINEUP

Keep it creepy. Sign up for The Lineup's newsletter and receive our eeriest tales, from the best in true crime and horror to encounters with the paranormal.

☐ *Subscribe to The Lineup!*

THE PORTALIST

Explore the best in science fiction and fantasy—and enjoy our unique take on everything from pop culture and books to science and the future of our species.

☐ *Subscribe to The Portalist!*

**THE READER**

Get the latest book recommendations and news sent straight to your inbox!

☐ *Subscribe to The Reader!*

MURDER & MAYHEM

You just found your new hideout. Murder & Mayhem delivers the best in mystery and thrillers straight to your inbox.

☐ *Subscribe to Murder & Mayhem!*

THE ARCHIVE

Sign up for The Archive's newsletter, and get our most fascinating stories delivered straight to your inbox.

☐ *Subscribe to The Archive!*

A LOVE SO TRUE

Want more romance? No need to beg! Sign up for our newsletter, and get the best in swoon-worthy stories delivered straight to your inbox.

☐ *Subscribe to A Love So True!*

**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	\$100
The Portalist	\$100
Murder & Mayhem	\$100
The Archive	\$100
A Love So True	\$75
Young Reader	\$75

WEBSITE ADS

WEBSITE	7-DAY COST	14-DAY COST
The Lineup	\$700	\$1,400
The Portalist	\$700	\$1,400
Murder & Mayhem	\$600	\$1,200
The Archive	\$600	\$1,200
A Love So True	\$500	\$1,000

Sponsored Content

Evergreen Investment for your Authors

8 Modern Twists on Locked Room Mysteries

Try to get out alive.

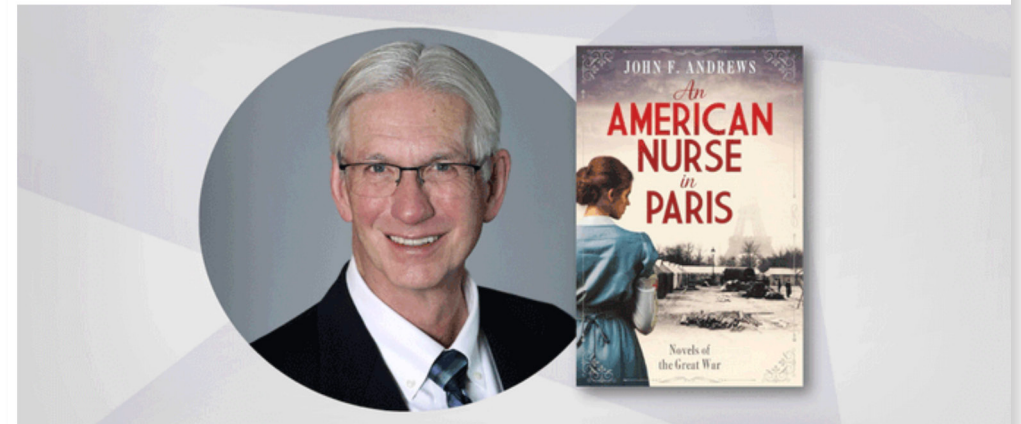
PROMOTED BY GALLERY | By [Aviva Kaplan](#) | Published May 20, 2025



World War I is Brought to Life by John Andrews

The Archive and Andrews sat down to discuss women's experiences in the military, the personal impacts of war, and much more.

By [Lola Bosa](#) | Published Oct 29, 2025



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

FEATURED BOOK OF THE WEEK



Dark Restraint

By Katee Robert

Ariadne Vitalis is in trouble. She's betrayed her father—and his benefactor—and now she's left to rely on the questionable mercy of Olympus to keep her safe. As with everything in this city, mercy comes with a price. For Ariadne, that means a marriage to Dionysus. She has no choice but to agree, even if there's only one man she's ever wanted—a man she's feared just as much as she desires: the Minotaur.

[Amazon](#)

Seasonal Promotions

Reach more readers at key calendar moments with highly targeted promotions

- ✔ **MULTIPLE PLACEMENTS OVER A 2-4 WEEK PERIOD**
- ✔ **NO ASSETS REQUIRED**
- ✔ **AFFORDABLE ENGAGEMENT FOR MULTIPLE TITLES**

\$500 for one title

\$400 each for two titles

**\$300 each for three
or more titles***

*Additional volume discounts for 10+ 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

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**

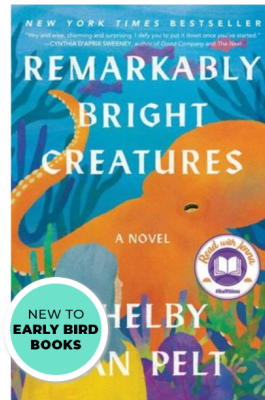
Remarkably Bright Creatures

By Shelby Van Pelt 

\$2.99 ~~\$5.99~~

EXPIRES 5/3/26

Bestseller, Literary Fiction



New York Times Bestseller

For fans of *A Man Called Ove*, a charming, witty and compulsively readable exploration of friendship, reckoning, and hope that traces a widow's unlikely connection with a giant Pacific octopus.

"Remarkably Bright Creatures is a beautiful examination of how loneliness can be transformed, cracked open, with the slightest touch from another living thing." —Kevin Wilson, author of Nothing to See Here

Amazon

Apple Books

Barnes & Noble

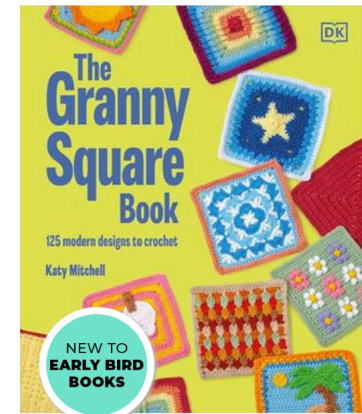
The Granny Square Book

By Katy Mitchell 

\$2.99 ~~\$10.99~~

EXPIRES 4/9/26

Crafting



Discover over 150 modern granny square designs with bold colors and creative patterns. Featuring seasonal collections, textured effects, and 50+ 3D motifs like animals and objects, this book lets you mix and match squares for unique blankets, cushions, and more. Plus, learn how to join and edge your squares for a polished finish.

Amazon

Apple Books

Barnes & Noble

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 goals, contact
partnerships@openroadmedia.com