



The **ABA** Advantage:

- Members of the American Booksellers Association represent **4 out of 5** of all the independent booksellers nationally.
- The ABA *Bookselling This Week* blog and newsletter reaches over **13,000** individuals each week via email, and the web page averages **46,000** visits per month. In addition our official website, bookweb.org, averages more than **95,000** visits per month!

Who We Are:

Founded in 1900, the American Booksellers Association is a national, not-for-profit trade association. **ABA exists in order to protect and promote the interests of independently owned bookstores of all sizes** through education, research, information, and advocacy.

Why Advertise?

The ABA membership is comprised of **more than 1,400** independently owned bookstores across the United States. In addition to being referenced by ABA members, our *Bookselling This Week* blog and newsletter, as well as our official website, are regularly viewed by key industry players including:

- Publishers
- Agents
- Writers
- Distributors
- Vendors
- Wholesalers

Take advantage of these online opportunities to target the leaders in the U.S. retail bookselling market! Contact your Naylor account representative today to reserve your space!

For more information, please contact:

Nick Manis
Account Executive
Naylor, LLC
Toll-Free: (800) 796-2638 ext. 2638
Direct: (770) 576-2638
Email: nmanis@naylor.com



Make online connections with ABA members!



ABA is pleased to announce we are now offering the chance to advertise on our official website, www.bookweb.org! With nearly **40,000** hits per month your message is sure to be seen by the industry professionals with whom you want to do business.



Our *Bookselling This Week* blog is linked straight from the ABA website and is also **emailed as a weekly newsletter to more than 13,000 industry readers.** Don't miss this chance to capitalize on double ad exposure for one low rate! Contact your Naylor account representative to be included.

To learn more about ABA, visit:
www.bookweb.org

ABA Website

Advertising on the ABA Website – www.bookweb.org

The official ABA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.bookweb.org to learn about upcoming association events and industry news, discover ways to maximize their ABA membership, view the latest edition of *Bookselling This Week* and much more. Advertising on www.bookweb.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of retail bookselling professionals.

Features of ABA website advertising:

- Cross-promoted in other ABA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, www.bookweb.org receives:

- More than **95,000** unique visitors per month
- More than **220,000** visits per month
- Nearly **800,000** page views per month
- Average sessions lasting 3 minutes

*Traffic numbers from 4/1/10 - 9/30/10



Run-of-Site Vertical Banners | (120 x 240 pixels)

12 Months: \$2,500

6 Months: \$1,375

3 Months: \$750

Two vertical banners appearing on every page of the ABA website! Maximum of five advertisers rotating per position.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

eNewsletter/Blog

Top and Bottom Rectangles

- 180 x 150 pixels
- JPG only (no animation)

Half Banners

- 234 x 60 pixels
- JPG only (no animation)

Website

Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted

Please note: File size for ad submissions must not exceed 100 kb.

***Flash Guidelines**

- Publish or export your .SWF file for Flash Player 9 and ActionScript 2.0.
- All fonts, images and support animation files should be embedded within the animation.
- To avoid transparency issues, create a solid background object. Do not use Flash default stage color.
- Continuous looping is not allowed; please add a stop action after 3-4 loops. Animation should not exceed 25 seconds (including multiple loops).

Creating a proper button using ActionScript 2.0:

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, and select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Then convert your shape to a 'Symbol' and track it as a button.
5. From properties set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button selected, go to the 'Actions' Panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

NOTE: DO NOT TYPE THE COMPANY URL but the word "URL". The purpose of setting up your Flash creative like this is so that we can control the URL. Please contact your Naylor account executive to supply your intended URL.