



Print Ad Sizes, Color, Run Frequency and Cost

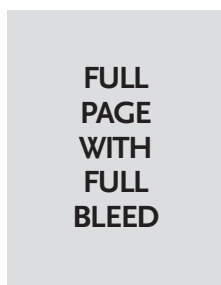
SIZE	BLACK & WHITE			4-COLOR <small>For best color results, ads should be designed and submitted in CMYK.</small>		
	1 X	3 X	6 X	1 X	3 X	6 X
FULL PAGE	\$2,190	\$2,050	\$1,830	\$2,920	\$2,750	\$2,550
2/3 PAGE	\$1,730	\$1,650	\$1,450	\$2,285	\$2,150	\$1,950
1/2 PAGE	\$1,450	\$1,360	\$1,225	\$1,950	\$1,830	\$1,660
1/3 PAGE	\$1,090	\$1,010	\$900	\$1,590	\$1,490	\$1,475
1/6 PAGE	\$610	\$565	\$510	\$850	\$800	\$710
COVER 2 Inside front cover & COVER 3 Inside back cover				\$3,620	\$3,260	\$2,885
COVER 4 Back cover				\$3,970	\$3,685	\$3,270
AUDIO KIOSK For single title announcements				\$400	\$350	\$300

GIFT GUIDE/MARKETPLACE ADS Call for pricing and more information

INSERT CARD/SUPPLIED INSERTS Specifications and rates available upon request

Print Ad Dimensions & Information

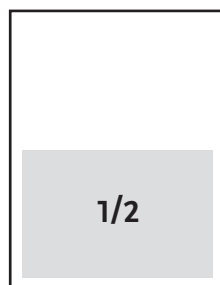
Magazine trim size is 8.375" x 10.875"



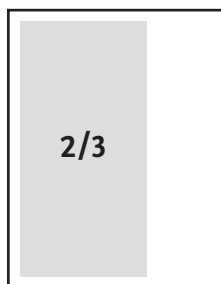
FULL PAGE WITH FULL BLEED
8.375" x 10.875"
(add .125" on all four sides for bleed)



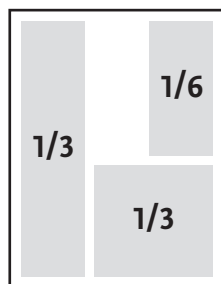
FULL PAGE NO BLEED
7.25" x 9.9375"
(prints within magazine margins)



1/2
7.25" x 4.875"



2/3
4.75" x 9.9375"



1/3 Vertical
2.25" x 9.9375"
1/3 Square
4.75" x 4.875"
1/6 Vertical
2.25" x 4.875"

Advertising Closing Dates

February/March 2010
Space: November 20, 2009
Materials: November 30, 2009

April/May 2010
Space: January 29, 2010
Materials: February 8, 2010

June/July 2010
Space: March 26, 2010
Materials: April 5, 2010

August/September 2010
Space: May 28, 2010
Materials: June 7, 2010

October/November 2010
Space: July 23, 2010
Materials: August 2, 2010

December 2010/January 2011
Space: September 24, 2010
Materials: October 4, 2010

Online Products Available, Run Frequency and Cost

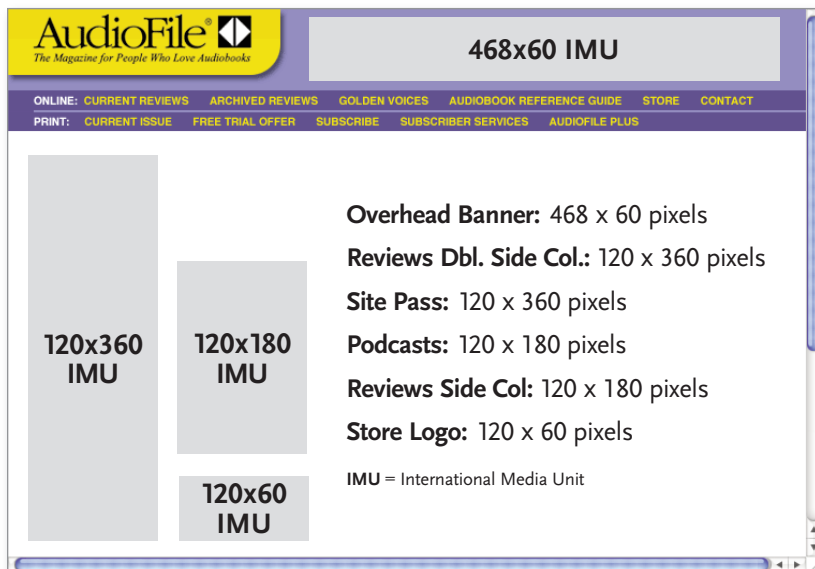
PRODUCT	PRINT ADVERTISERS 1 X = 30 Days				NON-PRINT ADVERTISERS 1 X = 30 Days			
	1 X	3 X	6 X	12 X	1 X	3 X	6 X	12 X
OVERHEAD BANNER	\$750	\$600	\$500	\$400	\$1,600	\$1,400	\$1,200	\$800
PODCAST UNDERWRITING	\$200	\$150	\$125	\$100	\$600	\$500	\$400	\$200
REVIEWS DBL. SIDE COLUMN	\$600	\$450	\$400	\$350	\$1,200	\$900	\$800	\$700
REVIEWS SIDE COLUMN	\$400	\$300	\$250	\$200	\$800	\$600	\$500	\$400
SITE PASS DBL. SIDE COLUMN	\$200	\$200	\$200	\$150	\$400	\$400	\$400	\$350

CONTENT SPONSOR BANNER	On Request
STORE BANNER PACKAGE Store + Gateway pages, 120x60 IMU banner	\$300 [annual]
E-LINK Sample at: www.audiofilemagazine.com/reviews.html	\$750 [annual]
AUDIOBOOK REFERENCE GUIDE Expanded listing	\$160 [annual]
SOUND CLIPS Up to 5 minutes, clips remain on site indefinitely	\$25 [each, one time charge]

For all web submissions: 72 DPI, RGB Color, .jpg or .gif format

Email for banners and links: media@audiofilemagazine.com

Easy online reference: www.audiofilemagazine.com/ad_resources.html



468x60 IMU

ONLINE: CURRENT REVIEWS ARCHIVED REVIEWS GOLDEN VOICES AUDIOBOOK REFERENCE GUIDE STORE CONTACT
 PRINT: CURRENT ISSUE FREE TRIAL OFFER SUBSCRIBE SUBSCRIBER SERVICES AUDIOFILE PLUS

120x360 IMU

120x180 IMU

120x60 IMU

Overhead Banner: 468 x 60 pixels
Reviews Dbl. Side Col.: 120 x 360 pixels
Site Pass: 120 x 360 pixels
Podcasts: 120 x 180 pixels
Reviews Side Col.: 120 x 180 pixels
Store Logo: 120 x 60 pixels

IMU = International Media Unit

Value Added Products for Print Advertisers

LOGO BANNER

Current advertisers receive a **FREE** company logo banner displayed adjacent to Reviews (for publishers) or Guide directory search page (for support services & retailers).

INTERACTIVE ADS (HOT LINKS)

Print advertisers can enhance their print ads in the PDF digital edition of the magazine. Advertisers can embed up to 12 **FREE** hot links (a title, cover image, company name, etc.), to link directly to a specific web page.



Samples & Submission Requirements

2010 Nautilus Book Awards

Recognizing & Honoring Books & Audiobooks for a Better World

ENTER NOW!

For information & registration form, go to: www.nautilusbookawards.com

Promoting spiritual growth, conscious living and dynamic options for living your best life NOW.
marilyn@marilynmcguire.com

"Creating a Library of Knowledge That will Change the World."—Gregg Braden



Cost effective, highly visible showcase for single titles or specialty items and services.

AudioFile designs and creates the ad for you from your submitted information. Proof sent for approval.

Checklist for submitted information:

1. Jacket or cover image (high resolution, 300 DPI; approx 2" wide)
2. Company name
3. Audiobook title or service
4. Author/Narrator
5. Text copy—up to 50 words
6. ISBN number or source
7. Price
8. Media Format (CD, Digital download)
9. Length
10. Company URL, email, phone
11. Endorsement or quote

AUDIO KIOSK RATES:

\$400/ \$350/ \$300

depending on frequency

Kiosk Advertising Contact at AudioFile:

Robin Whitten
ad_director@audiofilemagazine.com

Phone at the AudioFile office:

800-506-1212 or 207-774-7563

Online reference to ad sizes

and due dates:

www.audiofilemagazine.com/ad_resources.html

Questions?

Email
ad_director@audiofilemagazine.com
 or call 800-506-1212
www.audiofilemagazine.com

SueMedia Productions

Jack's Last Call: Say Goodbye to Kerouac*

By Patrick Fenton (Featuring Len Cariou)

It's August 1964. Jack Kerouac is packing his home, in Northport, NY, to move, with his mother, to Florida. As the memories of his travels with his road buddy, Neal, play through his mind, and he thinks back to an America he once knew, he receives a series of soul searching calls from his daughter Jan. Scenes from "Jack's Last Call" were recorded at one of Kerouac's favorite L.I. haunts.

1 CD, 59 Minutes ISBN: 978-0-9816706-0-7

Order Online: www.zbs.org or see www.jackslastcall.com



***Audie Finalist 2009**

"An unusual and insightful audio drama...a touching collage of the writer's life."
 —AudioFile Magazine

Lorito Books

Growing Up with Tamales

Written by Gwendolyn Zepeda.

A Charlotte Zolotow Book Award Highly Commended Title

A sweet and funny bilingual picture book about sibling rivalry and the tradition of making tamales. The rhythmic prose comes to life in a tenderhearted reading by stage actress Gabriela Cavallero. Includes bilingual, English-only and Spanish-only tracks.

Hardback Book & CD Set: 32 pgs., 35 min., \$23.95

ISBN: 978-0-9815686-9-0

Order Online: www.loritobooks.com

Phone: 800-420-6936



By / Por Gwendolyn Zepeda
 Illustrations by / Ilustraciones de April Ward



Digital and Sound Submission Guidelines

FILE NAMING REQUIREMENTS

Please include your **COMPANY NAME** in the file name (of print ads, banner ads or sound clips) submitted by email, or the FTP.

FTP SITE INFORMATION [FOR LARGE FILE SUBMISSIONS]

Post any file to our FTP site instead of sending a CD or emailing. Please **STUFF** or **ZIP** the folder before uploading. Use **FETCH** or a similar uploading program to access our site. Type in the following when prompted:

HOST: 209.200.74.96

USER: adv

PASSWORD: audiofile#2

Place the stuffed folder in the adv directory.

SIMPLE FILE TRANSFER VIA YOUSENDIT.COM

<https://dropbox.yousendit.com/AudioFileMagazine3910096>
[no password needed]

FILE SUBMISSIONS VIA EMAIL [MAX. SIZE 2MB]

media@audiofilemagazine.com

DIGITAL REQUIREMENTS

Illustrator: Send an .eps file; all fonts must be converted to outlines; all images must be embedded; please send all fonts/linked graphics.

QuarkXPress 7: COLLECT FOR OUTPUT & STUFF or ZIP. Please be sure to include all fonts and linked graphics.

Photoshop: Ads MUST be CMYK and at least 300 DPI resolution.

PDF: If you would like to send a .pdf or need distiller instructions, please email Jen Steele at production@audiofilemagazine.com.

ADDITIONAL INFORMATION

Please remember to embed all fonts.

Color Proof: If you'd like us to compare your digital submission you must send a color proof to: **Production, AudioFile Publications, 37 Silver Street, P.O. Box 109, Portland, Maine, 04112.**

Animated gif files are accepted, but must have a minimum of 5-second delay.

SOUND FILE SPECIFICATIONS

To play properly, sound files should be at a sample rate of 44,100 kHz.

Guide Clips: Up to 2 minutes maximum.

Publisher Clips: Up to 5 minutes maximum; longer clips will be edited.

Formats: Unencoded sound files (.WAV or .AIFF) or MP3 files are acceptable.

No RealAudio files, please.

Media: Email media@audiofilemagazine.com [2MB limit] or use YouSendIt.com, or FTP, as above

Graphic Design Services

If you need an ad designed for either the print magazine or our website, we have design services available at a reasonable rate. Please call the Advertising Sales Director for more details.

Premium Ad Positions

FOR PREMIUM AD PLACEMENTS, ADD 10%.

Page 1: Opposite Inside Front Cover.

Page 2: Opposite Table of Contents.

Opposite Editor's Notes: Typically page 6.

Opposite New Releases: Listing of the top 10 picks by our editorial staff.

Opposite First Page of Reviews: Our Readers' Survey says this is the best read section.

Listening Librarians: News and ideas for librarians and teachers.

Index of Titles: Listing of all titles reviewed in print.

Advertiser Contract Details

Copy and Contract Requirements

Advertisements subject to publisher's approval. Advertisers are responsible for text and representation as submitted.

Publication and Closing Dates

Cancellations cannot be accepted after space closing date.

Payment Terms

Space is invoiced at closing date. Payment is due upon receipt of invoice. Advertising not accepted from overdue accounts. Overdue invoices are subject to a service charge. Payment for ads in the Audio Kiosk is due upon receipt of materials.

Need More Information?

Advertising Contact

Call 800-506-1212 or by email:
ad_director@audiofilemagazine.com

Looking to Promote Your Narration Skills to Audiobook Producers and Publishers?

A Talent Listing gives the right people the information they need to select YOU for their next audiobook project.

Audiobook producers and publishers use *AudioFile's* Guide to search for voice talent with audiobook experience.

AudioFile's Talent Listing has the features and details audiobook producers ask for!

- Audiobook awards received
- Links to your AudioFile reviews
- Voice age and range
- Specific dialect skills
- Fluent languages
- Multiple voice demos
- Home studio and post-production services

Your Talent Listing includes:

- Contact information: phone, email, URL, mail address
- Details of skills and services
- Image or photo
- Up to 3 two-minute sound clips
- Hot link to your web site
- Professional Subscription to AudioFile magazine

AudioFile Talent Listing just \$160 per year.

Sign up now—Our Guide Manager will be happy to assist in creating your talent listing. Contact us at Guide@audiofilemagazine.com or 800-506-1212.

APA members special offer available.

The AudioFile Talent Listing is your best 'voice' to reach producers and publishers!

"It is the 'go to' for producers and publishers looking for just the right voice!"

—Susan Mackewich, *Gizmo Ent. Inc.*, producer

"This resource will save us a lot of time and is a win-win for publishers and narrators."

—Laura Colebank, *Tantor Media*, publisher

"It's very easy and an excellent cost-efficient promotional tool."

—Chris Baskous, narrator

Talent:

HOLTER GRAHAM

646-486-4600 x211 (NY)

www.holtergraham.com •

jessica.felrice@abramsartny.com

Agent: Jessica Felrice, Abrams Artists, 646-486-4600 x211, jessica.felrice@abramsartny.com

Voice Range: Teen, 20-30s, Middle Age

Dialects: American English, British English, Australian/ So. African English, American South, Asian, Canadian, Cockney, Dutch, French, German, Greek, Indian, Irish, Italian, Japanese, Middle Eastern, Midwest, New York, Russian, Scandinavian, Scottish, South American, Spanish, Yiddish, Yorkshire

Genres: Children's, Comedy, Drama, Mystery/Suspense, Nonfiction, Romance, Sci-fi/Fantasy, Western

Fluent Languages: Spanish
Awards: Earphones

APA Member

AudioBooks: [THE RESURRECTIONIST](#), [DEAR JOHN](#), [ALONE](#), [THE HUSBAND](#), [ONE L](#), [SCHULZ AND PEANUTS](#)

"Graham's use of a wide range of voices and emotions can't help but draw listeners in from the very first words... his ability to adapt his voice to the action is truly impressive." [AudioFile, Feb/Mar 07]. Earphones Awards: ALONE, THE RESURRECTIONIST, Audie nomination: DEAR JOHN, SCHULTZ AND PEANUTS. Reader for Jeffery Deaver, Dean Koontz, Jonathan Berendt, Nicholas Sparks, Lisa Gardner, Scott Turow, Nick Sagan. B.A. (Skidmore) and MFA/Writing (Vermont College). [See editorial profile](#)

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Permalink to this listing:
http://www.audiofilemagazine.com/guide_detail.cfm?ID=5012

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 Audio Clip 1

 Audio Clip 2

 Audio Clip 3



Questions?

Email guide@audiofilemagazine.com
or call 800-506-1212
www.audiofilemagazine.com

Industry Leadership

Trusted Source:

- Independent reviews
- Leadership in the industry
- Source for emerging trends
- Exclusive coverage of narrators

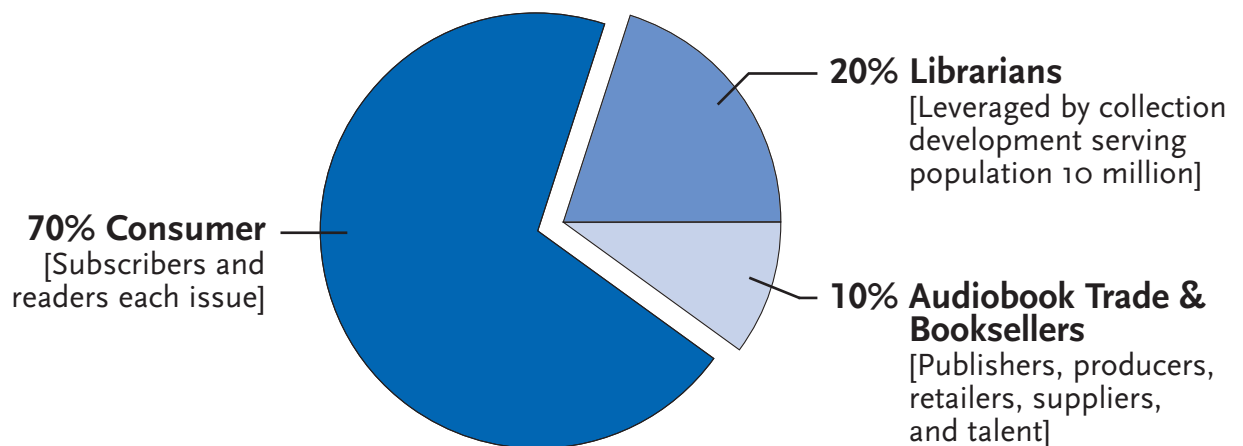
Authority:

- Readers depend on *AudioFile*
- Influence on purchase decisions
- Maintain comprehensive data
- Focused audiobook source

Market Reach:

- Flagship print editions
- Rich Web site content & Digital edition
- Frequent email contact
- Expanding distribution partnerships

Distribution



[Based on AudioFile distribution October 2008]

The Influence Factor

Print & PDF: 15,000 print copies plus digital distribution per issue.

Web site visits: 110,000 visits per month

Advertising: 78% of *AudioFile* readers say the advertising helps them decide which audiobooks to buy, rent or borrow.

Reviews: 95% of *AudioFile* readers say that their decision to buy, rent or borrow is influenced by the reviews.

Expanded Reach [11/07]

Distribution channels:

- **Airline shuttle terminals 7500 print copies**
- **International readership** digital editions
- **Content licenses for reviews** to retailers [Amazon.com]
- **Podcasts—6 per week** [RSS feeds, iTunes]
- **Library buying** decisions [Overdrive, Baker & Taylor, BWI Books]

Advertising Contact Information

Sales & Contract Information

Robin Whitten ad_director@audiofilemagazine.com

Graphics & Production

Jennifer Steele production@audiofilemagazine.com

Schedules, Coordination & Questions

Katie Freddoso media@audiofilemagazine.com

Easy Online Reference with Deadline Dates!

www.audiofilemagazine.com/ad_resources.html

AudioFile Phone Numbers

800-506-1212 or 207-774-7563

AudioFile Fax Number

207-775-3744

AudioFile Address

37 Silver St., POB 109, Portland, ME 04112