

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

91% read 10+ books a year

73% read 20+ books a year

55% read 30+ books a year

70% read in multiple formats

47% buy books for people other than themselves

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

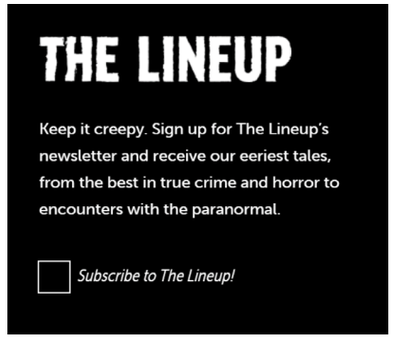


Our consumer-facing properties

One audience, multiple ways to engage



Early Bird Books
(Daily deals across all categories)



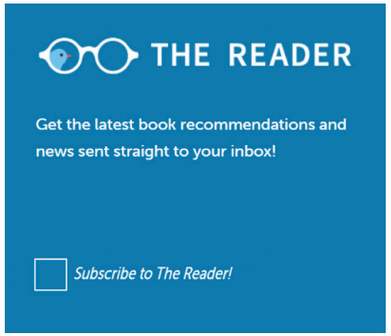
The Lineup
(True Crime, Horror)



The Portalist
(Sci-fi, Fantasy)



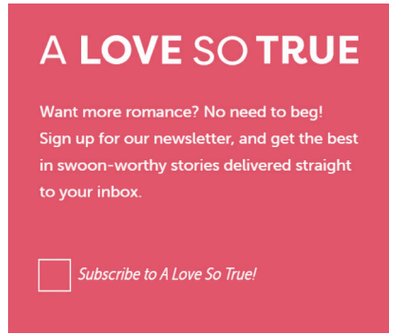
Murder & Mayhem
(Crime Fiction, Thrillers)



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

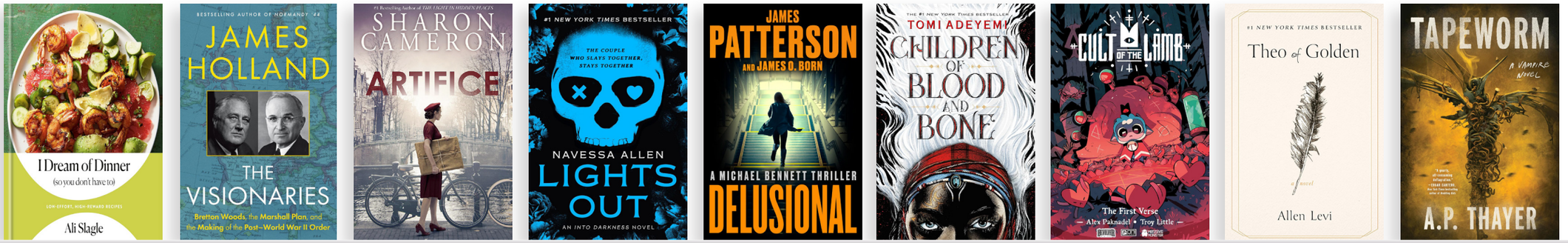
Email

Giveaways

Display Advertising

Sponsored Content

Deal Promos



Dedicated Email

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

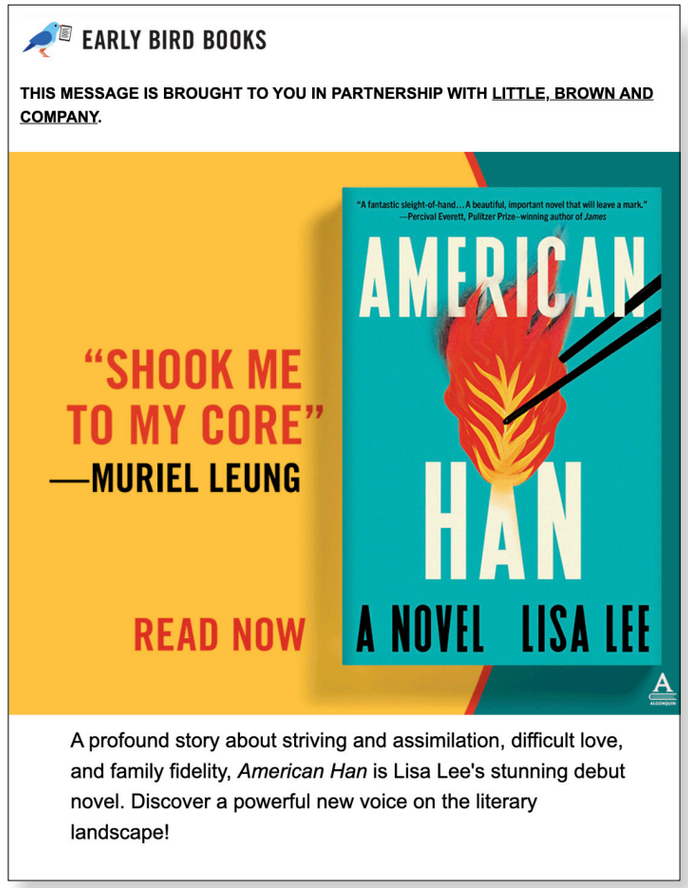
☑ FEATURE ONE OR MULTIPLE TITLES ☑ LINK TO YOUR CHOICE OF SITES

TITLE AWARENESS — $3,500
Reach 300,000 power readers

PERFORMANCE PLUS — $2,000
Reach up to 50,000 targeted readers in your genre

PERFORMANCE — $1,200
Reach more than 25,000 highly targeted readers interested in books like yours

RE-TARGETING — +$600
Follow up with clickers from a previous email



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**





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

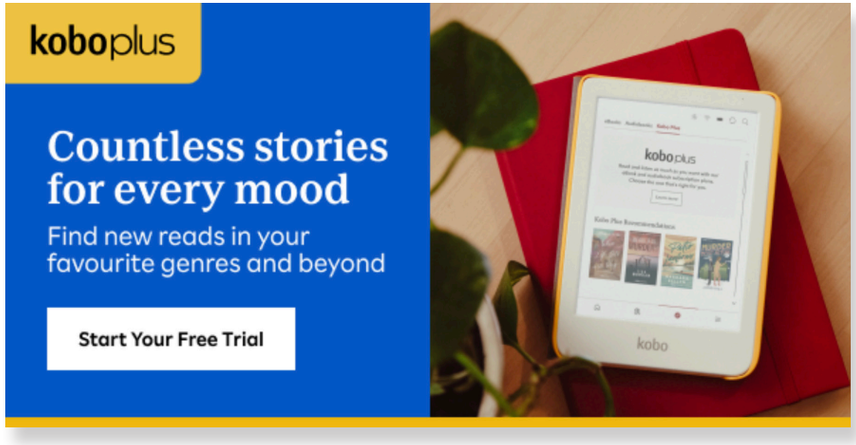
Anna Quindlen, the *New York Times*-bestselling author and Pulitzer-Prize journalist, is set to return in the New Year! Infused with her trademark wit and insight, *More Than Enough* follows a woman grappling with the unexpected results of an ancestry test—and the journey that leads her to reconsider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

Giveaways typically receive between 500 and 1,500 entrants

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



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.

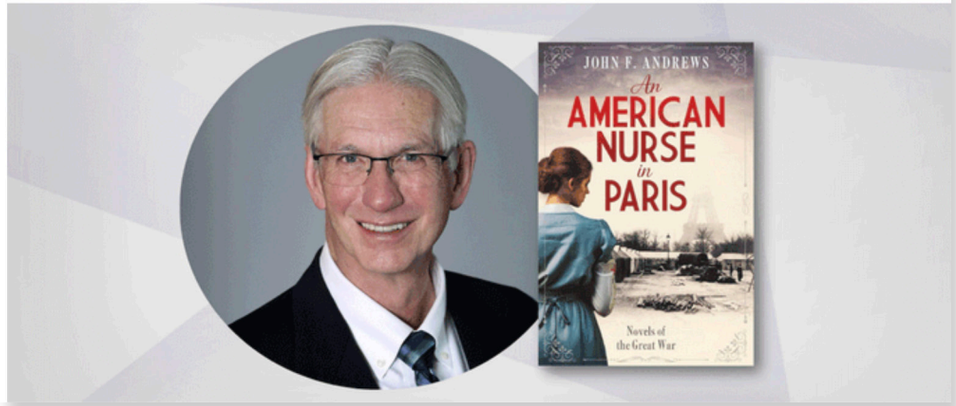
PROMOTED BY GALLERY | By Aviva Kaplan | Published May 20, 2025



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 — $500
Between 800 and 2,000 words.
Includes: Book cover, staff written description of the book, links to purchase

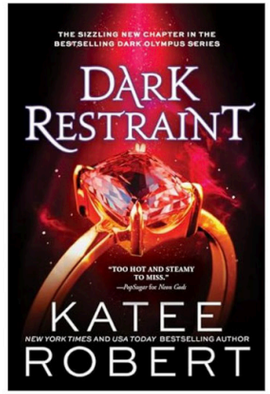
THEMED LIST — $500+
Add your book to the top of a new or existing list or create a list entirely of your titles

TITLE SPOTLIGHT — $500
Includes: Book cover, description, links to purchase

AUTHOR INTERVIEW — $750
Includes: Book covers and buy links for the author's titles

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

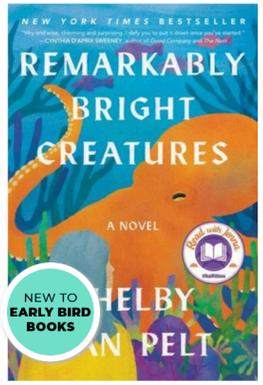
Remarkably Bright Creatures

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

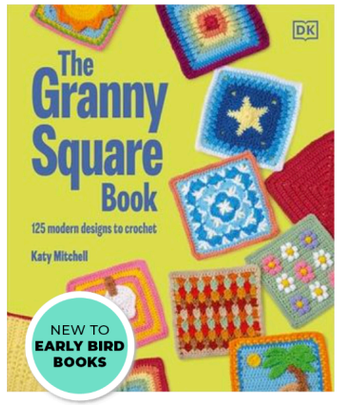
The Granny Square Book

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