



SPECIAL OFFER ON EASTER PROMOTIONS FROM OPEN ROAD INTEGRATED MEDIA

10% DISCOUNT ON PUBLISHED RATES BELOW FOR PCPA PUBLISHER MEMBERS

Open Road is pleased to offer the opportunity to promote your titles in all formats to our direct audience of 3 million power readers for Easter:

MARCH EASTER PROMOTIONS (March 18 – March 31)

COST: \$500 for one title, \$400 each for two titles, \$300 each for three or more titles

DEADLINE TO PARTICIPATE: March 11

Includes: 2 weeks of placements in Open Road's newsletter properties and websites in the form of targeted emails, banner ads, themed lists, editorial round-ups, social media posts, excerpt features, and more.

We will be grouping titles by theme (children's books, Christian titles, etc.) and welcome your suggestions.

These promotions can focus on any and all formats (print, ebook, and audio as applicable), with a typical reach of 50K - 100K highly engaged and targeted readers.

Extra promotion can include the following if the publisher chooses:

- ebook price promotions with a reader-friendly price between \$1.99 and \$5.99

All we need from you to participate:

- **Title**
- **ISBN for all editions you want to promote**
- **Preferred link for readers (i.e. to retailers, your own website, author's site, etc.)**

We will use the book's cover art and existing online copy in the promotions, but please feel free to send any creative or excerpts you would like to see us use.

Please reach out to Hannah Moseley, Manager, Paid Marketing directly with questions and titles you would like to include in our March Easter promotions.

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