Advertising opportunities to REACH THE IBPA COMMUNITY.

The Independent Book Publishers Association (IBPA) is a not-for profit membership organization serving and leading the independent publishing community. With over 4,000 members, IBPA is the largest publishing trade association in the U.S.

Advertising with the IBPA Community
If you are a business looking to reach out directly to industry professionals this is the way to do it. These are people and businesses who need publishing related services: printing, ebooks, distribution, cover design, warehousing.

*Member Benefits Provider
To become a membership benefits provider requires a process of vetting and a presentation to the board. This is not available to all members and should be discussed with an IBPA representative.

PRINT ADS
› Magazine Ads
› Sponsored Articles
› Partnership Issue (annual)

E-NEWSLETTER ADS
› Banner Ads
› Side Ads

WEBSITE ADS
› Rotating Banner Ads
› Content Hub Placement Ads (new)

WEBINAR SPONSORSHIPS
› Logo to appear on registration page
› Two minutes at the top to introduce yourself/your company

PODCAST SPONSORSHIPS
› Logo to appear on registration page
› Two minutes at the top to introduce yourself/your company

We find that often members and benefit providers go unnoticed. Advertising your brand and benefit is a great way to get the attention of Publishing Professionals.

Have an idea for an article, webinar or podcast topic that focuses on an important industry related issue? We are happy to discuss that with you.

ADVERTISING AS A MEMBER
As an IBPA member you receive 15% OFF the cost of advertising! Additionally, when choosing to enroll as a partner member your company will be listed in the active members list.

Want to Learn More? Contact Louis Torres • +1.805.294.2741 • advertising@ibpa-online.org
The **IBPA Independent Magazine** is mailed to more than 5,000 readers every 2-months, making it a valuable resource to subscribers. Get your business noticed by active participants in the publishing industry who are in need of services like yours.

**Print Advertising Opportunities:**
1. Ad placement in the magazine (Multiple sizes available)
2. Article sponsorship (An article about a topic important to the industry overall with your company brand and logo featured as the listed sponsor)
3. Partnership issue special event

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Themes*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>State of the Industry</td>
</tr>
<tr>
<td>March/April</td>
<td>Marketing &amp; PR</td>
</tr>
<tr>
<td>May/June</td>
<td>Alternative Revenue Streams</td>
</tr>
<tr>
<td>July/August</td>
<td>Partnerships &amp; Collaboration</td>
</tr>
<tr>
<td>September/October</td>
<td>Sales &amp; Distribution</td>
</tr>
<tr>
<td>November/December</td>
<td>Innovation</td>
</tr>
</tbody>
</table>

*Subject to change*

**Circulation**

Each issue of the IBPA Independent is mailed to more than 5,000 readers. Below are the estimated demographics of the magazine’s readership based on IBPA’s member database.

- **76%** of survey respondents read certain sections or the entire issue each month.
- **75%** of survey respondents save their issues for several months.
- **92%** of survey respondents spend at least 10 minutes with each issue; 42% read up to an hour.

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ADVERTISING DUE DATES

<table>
<thead>
<tr>
<th>Jan/Feb</th>
<th>Dec 6</th>
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<td>Mar/Apr</td>
<td>Feb 2</td>
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<tr>
<td>May/Jun</td>
<td>April 3</td>
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<tr>
<td>Jul/Aug</td>
<td>June 1</td>
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<tr>
<td>Sept/Oct</td>
<td>Aug 2</td>
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<tr>
<td>Nov/Dec</td>
<td>Oct 5</td>
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ADVERTISING PRICING

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<th>6X</th>
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<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
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<tr>
<td>Full Page</td>
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<td>$464</td>
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<td>1/8 Page</td>
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<td>$235</td>
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ADVERTISING SPECIFICATIONS

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<td>(B) Full page, no bleed</td>
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<tr>
<td>(C) Back cover page with bleed</td>
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<td>(D) 1/2 page vertical</td>
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<td>10.5</td>
</tr>
<tr>
<td>(E) 1/2 page horizontal</td>
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<td>4.75</td>
</tr>
<tr>
<td>(F) 1/4 page</td>
<td>3.6</td>
<td>4.75</td>
</tr>
<tr>
<td>(G) 1/4 page horizontal</td>
<td>7.5</td>
<td>2.5</td>
</tr>
<tr>
<td>(H) 1/8 page</td>
<td>3.625</td>
<td>2.5</td>
</tr>
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</table>

* All ads should be supplied as a high-resolution Adobe Acrobat PDF with fonts embedded and all colors/images at 300 dpi with CMYK color attributes.

The IBPA offers multi-ad discounts for a half year or full year.

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PRINT ADVERTISING–SPONSORED ARTICLES

2-PAGE ARTICLE SPONSORSHIP:  
COST: $1995

Your opportunity to draw attention to a topic close to your brand!  
We are now offering article sponsorship. The sponsor will have their brand, logo, and contact information featured around the article.

A collaboration between the IBPA Independent Magazine Editorial Staff and the sponsor, original content can be submitted for review or we can help put an article together for you!

A sponsored article will feature a topic important to the industry. This topic must be related to the publishing industry as a whole.

Demystifying Book Distribution
by Robin Cutler, Director, IngramSpark; Board of Directors, IBPA

What Does Distribution Really Mean?
In the business world, distribution is the process that puts products into the hands of customers. In the book world, distribution makes publishers’ and authors’ content available to businesses and organizations that sell or provide books to readers. These include independent bookstores like Powells, Tattered Cover, Shakespeare & Co., chain stores like Barnes & Noble and Books-A-Million, online retailers like Amazon and i5, big box stores like Walmart, Target, and Costco, museums and airport shops, and finally, the thousands of public, academic, and private libraries around the world.

Assuming you can imagine the process of ordering books between much more convoluted and logistical for retailers and libraries if they need to do this on their own. This is exactly how the Ingram looks in the industry and central vendor (wholesaler) between content creators, like you, and retailers and libraries.

Distribution Models
When we talk about book distribution, there are two different models to understand.

Full-service distributors are companies that provide a variety of services on behalf of their publisher customers to an exclusive relationship. These services may range from sales assistance directly into stores, librarians and wholesalers, making orders, order fulfillment, and back and online functions such as collections and paying royalties. It varies from one company to another, but generally there are five key differences and differences as well as getting a percentage of the sale. Typically, a publisher needs to have sales minimums in excess of $25,000 to support this type of distribution, many of which Ingram works with.

Wholesale distribution is the model that is most likely available to us. Ingram, which, in turn, makes that book available in its catalog to retailers and libraries. To order the wholesaler is not actively promoting the selling of that book; the wholesaler is doing that. Since Ingram is one of the world’s largest book wholesalers, serving over 50,000 retail and library partners, it’s a good thing to get your book listed with Ingram. It makes no difference whether the stores and libraries are built by brick or the entire online, and printed or e-books in the wholesale distribution, an area in which Ingram works.

IngramSpark and Print on Demand
IngramSpark, a platform launched four years ago for indie authors and publishers, is truly a global network of service providers and printing locations, such as GoodSource, to make it a seamless and inexpensive way to distribute your print books. With no inventory on hand, books are manufactured POD and distributed worldwide on the publisher’s expense. The publisher pays for the same minus the cost of printing (POD only) as there are no upfront inventory costs. Essentially, this is a “pay-as-you-go” model. Also, if you are an indie author or publisher, you will need to supply an Ingram that you earn for every format of the book that goes into distribution.

Pricing, Discounts, and Returns
When you set up your title with IngramSpark, you provide the complete digital file (PDF) for print and EPUB for e-book along with the metadata. You will also include your list price and a discount offer to the retailer and libraries that might want to purchase your book. The discount represents the profit that book, the bookmaker’s (authors) and Ingram makes-tracking the sales. The standard trade discount is 50% of the list price, but you can see a range anywhere from 90% to 50% in IngramSpark. Applying a discount of less than 50% can possibly limit the sale of your title to booksellers; however, this may be the right choice for some authors/publishers depending on their sales strategies.

The same holds true for choosing to make your book “reprintable” or “self-reprintable.” Most bookstores, including chains like Barnes & Noble, will not consider stocking your book without the reprintable option. You can always change your price, discount, and reprintable options, so what makes you most comfortable. If your book isn’t selling and you are actively marketing, you might want to adjust your pricing, discount, or reprintable option to see if that helps move the needle.

IngramSpark also encourages publishers to place orders for their own books so that they can be shipped to their or shipped directly to their customer. This is known as a “publisher-direct or dropship order.” In the case of these orders, the author/publisher only pays the printing fee (low discount applied). The beauty of this service is that authors/publishers don’t need to worry about inventory or have books stocked in their garage. They don’t have to trend to a printing supplies or be burdened with packing orders on their own time.

The Importance of Good Distribution
Wide-reaching distribution is essential and effectively help your customer satisfaction and your bottom line. When you book is available to a wealth of retailers and libraries online and in print, especially those that are the biggest players in the book industry, you ensure you’re hitting the shelf of every opportunity to have your book seen, and ultimately sold. Distribution is sometimes one of the biggest sticking points for indie authors/publishers, but it doesn’t have to be. Take your time, do your research, and choose the distribution that will best suit you and the sales success of your book.
E-NEWSLETTER ADVERTISING

E-NEWSLETTER ADVERTISING OPPORTUNITIES:
This is one of our most popular options!
Get placed in the e-newsletter 3-4 times a month for one set price.

**IBPA Independent This Week** is published on Fridays and is a fun, easy-to-read connection to the IBPA community.

Each issue highlights a stand-out IBPA member and their accomplishments, curates industry news, organizes IBPA programs, shares upcoming events, asks for reader thoughts on questions of the week, and delivers continuing value.

Connect with independent publishers and self-published authors who need your services and are qualified to make purchasing decisions.

**CIRCULATION / DISTRIBUTION SCHEDULE**
The e-newsletter is distributed weekly on Fridays to 4000+ members, except for the weeks of Thanksgiving, Christmas, New Years, and IBPA’s annual Publishing University conference.

One issue a month is also distributed to 13,000+ nonmembers on IBPA’s house list.

Get 2 or 3 times the ad exposure in our well-read e-newsletter for one monthly rate. This means your ad will appear in the monthly member & nonmember e-newsletter, as well as in two or three member-only e-newsletters, depending on the month.

**CONTRACT AND MATERIAL DEADLINES**
Contracts and ad files must be submitted two weeks prior to the first Friday of the month.

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**IBPA Independent Weekly Newsletter**
[Averages: Aug 19–Sep 23]

3,540 delivered
1,742 opened
49.2% clicked

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Want to Learn More? **Contact Louis Torres**  •  +1.805.294.2741  •  advertising@ibpa-online.org
E-NEWSLETTER ADVERTISING—BANNERS

FILE FORMAT
RGB image as either JPG or GIF; animated GIFs are acceptable; 72 DPI; maximum file size is 40K; include a link to URL. Flash and SWF files area not accepted.

E-NEWSLETTER BANNER

<table>
<thead>
<tr>
<th>Placement Options</th>
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<th>Non-Member</th>
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<td>$800</td>
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<tr>
<td>1st Banner</td>
<td>$425</td>
<td>$575</td>
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<tr>
<td>2nd Banner</td>
<td>$350</td>
<td>$500</td>
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<tr>
<td>3rd Banner</td>
<td>$275</td>
<td>$425</td>
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</tbody>
</table>

*Ads will be placed in descending order throughout the e-newsletter.

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E-NEWSLETTER ADVERTISING–SIDE ADS

**E-NEWSLETTER AD PLACEMENT OPTIONS**

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
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</thead>
<tbody>
<tr>
<td>1st Side Ad</td>
<td>$275</td>
<td>$425</td>
</tr>
<tr>
<td>2nd Side Ad</td>
<td>$275</td>
<td>$425</td>
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**FILE FORMAT**

RGB image as either JPG or GIF; animated GIFs are acceptable; 72 DPI; maximum file size is 40K; include a link to URL. Flash and SWF files are not accepted.

**UPCOMING DEADLINES**

- **Publishers Weekly Call for Information:**
  - Women’s Spirituality
    - Deadline October 14.
  - Business and Personal Finance
    - Deadline October 14.

- **Foreword Reviews Call for Information:** We invite authors and publishers to submit March and April titles (all genres) for review consideration in our March/April Issue, which will include 130 reviews, with category close ups on Biography, Fantasy/Science Fiction, Women’s Issues, and an expanded Children’s and Young Adult section. Please send relevant books by Nov. 10 to mschingler@forewordreviews.com.

**DISCOUNTS ON OTHER EDUCATIONAL EVENTS**

- **$50 Off PageBreak Conference**
  PageBreak is a new publishing event taking place October 27-28, 2022, in San Francisco, CA, focused on the ways people are moving beyond traditional models of publishing, embracing contemporary technology, workflow, and processes.

- **Self-Publishing Advice Conference 2022**
  The Alliance of Independent Authors (ALLI)’s bi-annual virtual conference SelfPubCon attracts the foremost self-publishing speakers, sponsors, and followers. The event is from October 29-30 and access is available to all content for 3 days.

*Ads will be placed in descending order throughout the e-newsletter.*
WEBSITE ADVERTISING

Website Advertising Opportunities

With webinars and podcasts, member benefits, industry news, and publisher message boards, IBPA-online.org is a go-to for industry professionals.

Use the power of direct-response, call-to-action advertising on IBPA’s popular hub of activity, IBPA-online.org. Deliver product and service offers to current and prospective members of IBPA as well as other publishing professionals visiting the site. Encourage click-throughs to receive more information or to receive special offers.

IBPA publishes industry-leading “how-to” tips and resources for independent publishers and self-published authors in all stages of development—from information gathering to making final vendor selections.

Contract and Material Deadlines

Contracts and ad files must be submitted two weeks prior to the start of the month the ad is scheduled to run.

File Format

RGB image as either JPG or GIF; include a link to URL. Flash and SWF files are not accepted.

Website Stats

7,560
users per month

7,411
new users per month

90,710
users per year

624,554
page views per year

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### Contract and Material Deadlines

Contracts and ad files must be submitted two weeks prior to the start of the month the ad is scheduled to run.

### File Format

RGB image as either JPG or GIF; include a link to URL. Flash and SWF files are not accepted.

*Ads are displayed throughout the site excluding the IBPA landing page (home page).
Launch date: Q1 2023
[pricing will be available soon]

Contract and Material Deadlines
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File Format
RGB image as either JPG or GIF; include a link to URL. Flash and SWF files are not accepted.

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