



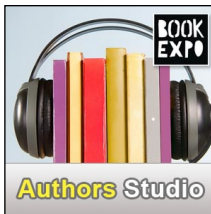
2008 AD & SPONSORSHIP RATE SHEET

Podcast and Web Site Description

BookExpoCast is the official podcast of BookExpo America. After a very successful launch at BEA 2006, our podcast – now in its third year - is expanding its coverage of the book industry to create a year-round international presence. The podcast has three channels of content:



Previews & Highlights from BEA 2008 - We produce up to 36 audio or video previews and highlights from this year's BEA show including *Exclusive Interviews* with authors and speakers leading up to the show, and then from the show, recordings of *Special Events*, *Upfront & Unscripted Interviews* and *Panel Discussions*. Plus we conduct the *BEA Buzz* where we interview attendees and guests on the floor of the show. And BEA Director Lance Fensterman will send roving audio reports from the floor – interviews, comments and insights.



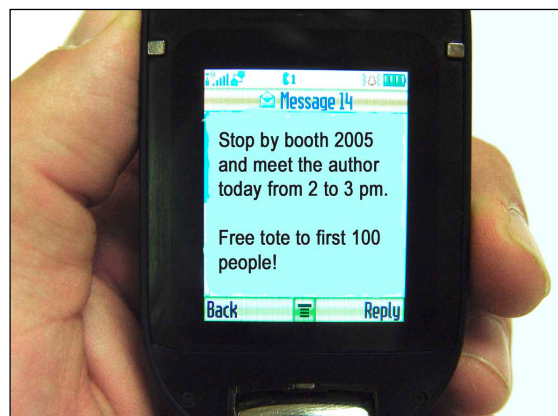
The Authors Studio – Create your own podcast at the show! Launched in 2007, BEA's Authors Studio provides a unique promotional opportunity to connect authors with booksellers. We have an audio recording booth at the show where our Emmy-award winning reporter will interview your author in a BEA-sponsored 3- or 5-minute podcast. The author shows up and we do all the work – recording, editing, post-production -- including distribution on the web and a viral marketing campaign using “widgets.”



BEA Story Project – Started last year, BEA has started to collect written and audio stories from BEA attendees. Do you have a great memory from BEA shows past? Do you have a funny story of how you bumped into a famous author? Do you have a success story that you want to share? Here's your chance to post a text message or audio recording of your BEA Story.

NEW THIS YEAR - TEXT MESSAGE ALERTS!

This year we will launch a valuable new service – real-time text message alerts during the show. Attendees can sign up to have text messages sent to their cell phone during the show alerting them to last-minute changes in rooms, new speakers, parties, events, bus schedules – plus promotional messages from publishers to drive traffic to booths, parties and hospitality suites.



Audience Profile & Usage Statistics

The BEA podcasts are free of charge and reach anyone interested in books and the publishing industry, anywhere in the world. It is available through iTunes, Google and other podcast portals, as well as on the BEA and podcast websites where those who do not have an iPod can listen or watch on their computers. Users can even subscribe to the podcasts – free – through their email.

The audience includes the 30,000 attendees of BEA which consists of booksellers, publishers, agents, authors and publishing industry executives. Plus all those who could not attend will be able to attend “at-a-distance” by logging on to the podcast. In addition, the BEA podcast is available to the general public. Book-lovers as well as those in the publishing trade all over the world who have always wanted to attend BEA have subscribed to the free podcasts.

The audience and engagement results from our overall 2007 podcasting program at BEA were very strong:

- ★ 200,000 downloads of our podcasts – Authors Studio and BEA podcasts combined.
- ★ 100,000 unique visitors to our podcast website, www.bookexpocast.com
- ★ 200,000 visits to that site
- ★ 1 million page views.
- ★ 30,000 emails sent out by BEA promoting the podcast
- ★ 220 blogs linking back to our podcast site

Publicity, Promotion and Distribution

The BEA Podcast will be aggressively promoted and distributed. The podcast will be distributed through all the major podcast portals such as iTunes, Google, MyYahoo, Podcast Alley, Odeo, Microsoft's Zune and others. And BEA will promote awareness of the podcast through:

- ★ Full-page ad in the Official BEA Directory & Buyers' Guide
- ★ Press announcements to more than 300 media outlets
- ★ Emails to BEA attendees, past and present
- ★ Cross-promotion with podcast partners in the publishing industry
- ★ Announcements throughout the BEA exhibition
- ★ Promotions and signage on the floor of BEA
- ★ Publishing blog and website cross-promotions

2008 Rates and Mechanicals

Pre-Show EMG Podcasts (March 1 through May 28)

Pre-Show Promotional Podcasts - Interviews

- Our reporter interviews your author by phone. Or, you can submit your own podcast about your new authors, titles or booth at the show.

3 minutes

\$249 each

5 minutes

\$349 each

Sponsorships: The Main Show (June 1 – August 31)

Upfront & Unscripted Sponsorship – 12 Podcasts of this popular feature

We record this popular feature at the show.

- Sponsor Tag: :15 sec intro in front of each interview

\$2,500

Educational Panels – 12 Podcasts at the show

We record the most popular panel discussions at the show including Editors Buzz..

- Sponsor Tag: :15 sec intro in front of each episode

\$2,500

Special Events – 12 Podcasts at the show and throughout the year

The biggest names, the biggest events from BEA including Sunday and Saturday Book and Author Breakfasts, plus other events at the show and during the year.

- Sponsor Tag: :15 sec intro in front of each episode

\$2,500

“BEA Buzz” Interview Sponsorship – 6 Podcasts at the show

A roving reporter will conduct one-minute interviews with BEA attendees and ask them “What’s the buzz at BEA?” Find out the hottest fiction and non-fiction titles, the hottest memoirs, the hottest topics – all from the voices of book sellers and buyers.

- Sponsor Tag: :15 sec intro in front of each interview

\$1,500

Audio Publishers Association Conference – 4 Podcasts at the show

Content from the APAC conference at BEA.

- Sponsor Tag: :15 sec intro in front of each interview

\$1,500

Authors Studio

BEA Authors Studio - Record your own Podcast while at BEA

Record a three- or a five-minute interview with your authors and our Emmy-award winning reporter. We have a sound studio right next door to the Autograph station. Send your author over after or before their session. We’ll record the podcast and distribute. You can use the MP3 file and podcast in your own publicity.

3 minutes	\$249 each
5 minutes	\$349 each

Text Message Alerts at the Show

Cell Phone - Real Time Booth, Party and Hospitality Suite Promotion

We will send out approximately 10 messages per day to all those attendees who have registered their cell phones for this service. You can send a promotional message to drive traffic to your booth, remind people of a party, invite them to a hospitality suite or promote a contest. You tell us the day and time you want it sent, and submit your message in 140 characters or less.

Text alert **\$349 each**

Web Site Advertising (6 months run of site starting June 1)

Web Banner Ads, Buttons and Links

Banner above mast (728 x 90 IMUs)	\$1,500
Vertical Banner (120 x 240)	\$1,000
Full Button (120 x 120)	\$750
Half Button (120 x 60)	\$500
Text Hyperlinks (text only, 20 characters max)	\$100

Deadlines

★ Pre-Show EMG	May 15, 2008
★ Sponsorships	May 15, 2008
★ Authors Studio	May 15, 2008
★ Text Alerts	May 15, 2008
★ Web banners & buttons	May 15, 2008

Materials

We support IAB/CASIE standard advertising sizes. Animations are accepted in all sizes except text links; no pop-ups are allowed. Materials should be sent as JPEG or GIF file along with the requested URL link by email to rob@burstmarketing.com. Audio must be MP3 or WAV files. We reserve the right to reformat improperly sized materials.

Terms

We reserve the right to refuse advertising based upon content. Advertising must be paid in full with insertion order.

Contact Information

Rob Simon, BurstMarketing
(303) 641-0946 or rob@burstmarketing.com