

*A unique advertising opportunity to reach Canadian readers
and to engage with a community that is reading, exploring,
and exchanging recommendations about Canadian books.*

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ABOUT THE 49TH SHELF

“Advertising on 49th Shelf is an ideal market for the Vancouver Writers Fest. We reach a dedicated readership of book lovers who are keen to discover great Canadian writing.”

– Ann McDonell, Vancouver Writers Fest

@librarianCBU: lots of book orders this week @49thShelf just posted their New Gen. of Can. Poets list: <http://t.co/Pr1rIYPM>

@oytamarind: @49thShelf Discerning or not, you sold me on your pick. Damn, that sounds good!

49th Shelf is all about making it easier to discover Canadian books – Canadian books in all genres, from bestselling authors to new talent, from publishers large and small, from all regions of the country.

The site is fuelled by the largest collection of Canadian books ever assembled, currently numbering more than 65,000 Canadian-authored titles.

49th Shelf helps drive word-of-mouth. Every month, hundreds of visitors click on the buy links we have incorporated throughout the title listings on the site. Still more find their way to online or bricks-and-mortar stores to purchase books they found on the site or shop at our co-branded storefront on Amazon.ca.

The site also features a wealth of original content, including interviews, guest columns, book recommendations, and more—all pointing readers toward the best Canadian authors have to offer. Readers will also find contests and a range of interactive features, including options to rate, review, or comment on books, create and share reading lists, pin books to an interactive literary map, and join in major seasonal campaigns.

49thShelf.com launched in a fully featured public release in February 2012. The platform is produced by the Association of Canadian Publishers in association with the Canadian Publishers' Council, with funding from the Department of Canadian Heritage and the Ontario Media Development Corporation, and with a lead sponsorship from Amazon.ca.



AUDIENCE

"49th Shelf is an excellent place to advertise your Canadian book titles. Not only are the visitors actively looking for new Canadian books -- the lists of recommended reading are one of the key reasons people comb through the site -- but the animated web ad option allows you to make your own affordable mini-lists of books that your publisher recommends."

– Evan Munday, Coach House Books

@BiblioGeek: I could spend hrs on here!

@writerstrust: Books for everyone! @49thShelf made wish lists all year long, making it that much easier to #GiveCDN for the holidays <http://t.co/qM4Of3u7>

Fast audience facts for our first year of operations through February 2013:

- **Total visits: 147,955**
- **Total pageviews: 437,126**
- **Percentage of returning traffic month-over-month: 33%**
- **Average pages per visit: 2.95**
- **Average time per visit: 2:11**

But it's not just about quantity. 49thShelf.com delivers an extremely targeted audience that influences the book industry from all sides:

Avid readers: Critical drivers of word-of-mouth and book recommendations

Librarians and educators: Collecting books and advising patrons in public libraries and schools

Opinion shapers: Authors, bloggers, book media, event organizers, and other key members of Canada's literary community



ADVERTISING AND SPONSORSHIP OPPORTUNITIES

"We're thrilled with the results of our Think Independent contest, hosted by 49th Shelf. Given their direct-to-consumer reach, it was a no-brainer for us to team up with them for the online portion of our awareness campaign. We're looking forward to working with them again in the future."

— Tanya Snyder, Marketing Manager, Literary Press Group

49th Shelf offers a range of premium advertising placements¹, including an inventory of prominent display advertising, targeted e-newsletter placements, sponsored contests, sponsored social media posts, and a unique showcase opportunity that we call "The Sponsored Collection."

¹ Members of the Association of Canadian Publishers are extended a standing discount on published advertising rates in recognition of the considerable financial and in-kind contributions that the ACP has made to the project since its inception and that it continues to make today. While ACP members are not advantaged on the site in any other way, we are pleased to extend this special consideration to association members.



DISPLAY ADVERTISING

49thShelf.com offers a few key placements on each page for advertising. There are three sizes to choose from, and all are available on a cost-per-thousand-impressions (CPM) basis.

300 x 250 - Medium Rectangle

Rate: \$18 CPM

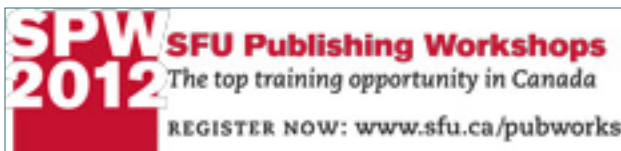
20% discount for ACP members



234 x 60 Button – Top of page, masthead

Rate: \$18 CPM

20% discount for ACP members





300 x 600 Feature Board

Rate: \$20 CPM

20% discount for ACP members



NEWSLETTER ADVERTISING


Our Monthly Newsletter to Members


Sent out monthly, directly into the inboxes of more than 3,000 avid readers, the 49th Shelf e-newsletter contains short and pertinent information such as recommended reading, a feature article, interactive publishing games, event information, and our Member's Lounge with podcasts and interviews.

600 x 90 Leaderboard

Cost: \$250/insertion

Cost per insertion for three or more insertions: \$175



June 2013

EDITOR'S NOTE

By sheer luck, authors on 49th Shelf in June collectively provided a lot of great insights on gender: how to write it, stretch it, or defy it. They chimed in on bad dads, sad dads, funny moms, queer love—and more.

Saleema Nawaz explored the books she'd like to have written and the ones she's happy to have only read, and Spencer Gordon published a manifesto on author interviews. Jessica Kluthe celebrated Italian Heritage Month with a list of Italian-Canadian authors. And Julie Booker shone the spotlight on fictional cats so beloved they spawned sequels.

For our part, we released our much-anticipated [Summer Festival Guide](#) for lit lovers across the country.

HOT PICKS

SUMMER FUN

2013 Summer Lit Fest Guide

Kerry Clare

Across the country, Canadian book lovers have the chance to see and hear their favourite authors in person throughout the summer. We round up the lot of lit fests here.

[More](#)

GUEST POST

Saleema Nawaz on the Joys of Reading, Not Writing

Kiley Turner

THIS MONTH

Summer Lit Fest Guide. Lists of don'ts. What Iron Man and cats have in common. Writing queer fiction. Great lists for summer reading. Celebrating Italy in Canada. And much, much more.

FEATURED READER REVIEW

Ian Shaw Reviews Texas by Claudio Gaudio

"Poetry as political criticism is not new, but Claudio's exceptional talent in weaving it into a thoroughly enjoyable full-length novel is, at least for the Canadian literary scene."

OFF THE PAGE

Trillium Award Finalists

June 10, 2013

Next Two Reads List

June 20, 2013

Follow us on Twitter

Like us on Facebook Page

Forward to a Friend

Contact Us



Our New READ CANADIAN Weekly Alerts for Librarians and Educators

Launching in fall 2013: a unique reader advisory service dedicated to Canadian books and targeted to librarians and educators. Each week features themed selections of new releases and backlist titles as well as a diverse selection of recommended reading lists.

600 x 90 Leaderboard

Cost: \$100

Cost per insertion for three or more insertions: \$75



New Releases Featured on 49th Shelf for the Week of Jul 29th

New Fiction releases



Clockwork Angels

by Kevin J. Anderson
& Neil Peart
ISBN: 9781770903371

A remarkable collaboration that is unprecedented in its scope and realization, this exquisitely wrought novel represents an artistic project between the bestselling science fiction ...



I WANT IT



The Bloodlight Chronicles: Retribution

by Steve Stanton
ISBN: 9781550229899

In a post-cyberpunk future, Mia and Zakariah Davis risk their lives to secure an activated sample of the life-prolonging "eternal virus" for their son Rix. Afterwards, Mia is mu ...



I WANT IT



The Hermetic Millennia

by John C. Wright
ISBN: 9780765329288

Continuing from *Count to a Trillion*, Menelaus Illation Montrose - Texas gunslinger, idealist, and posthuman genius - has gone into cryo-suspension following the discovery that, in ...



I WANT IT



The Urban Green Man

edited by Adria Laycraft & Janice Blaine
ISBN: 9781770530386

The stories in this anthology are ripe with magic of new beginnings and will change the way you look at life, forever. Psychologist Carl Jung once suggested that an



I WANT IT

SPONSORED SOCIAL MEDIA POSTS

As of August 2013, 49th Shelf has more than 7,000 Twitter followers and 4,500 Facebook fans – all with an expressed interest in Canadian books.

To provide 49th Shelf advertisers with an opportunity to further engage with the avid readers on our social media channels, we present a limited number of sponsored posts on Twitter and Facebook.

Sponsored posts are available at a cost of \$350 for a four-post rotation across these two major channels. Advertisers may choose the distribution and timing of the four posts between Facebook and Twitter.



We accept sponsored posts under the following terms:

- All sponsored posts are subject to editorial approval. If we feel the topic isn't of likely interest to our readers, we will not be able to accept the booking. Really the test for us is: is there value for readers in the prospective sponsored post (the same test we apply to all other social media posts we publish).
- All sponsored posts are clearly labelled as "sponsored" so that it is transparent to the reader that an individual item is sponsored.
- Sponsored posts are accepted on a limited basis to a maximum of up to four posts per week.

CONTESTS

49th Shelf works closely with advertisers and sponsors to craft effective contest promotions. Are you building lists on the site? Do you have a major release or campaign that you want to highlight this season? A contest promotion is a great way to use the 49th Shelf platform to engage with readers.

Please contact Trevor Battye at trevor@cleversmedia.com for a quote for your contest promotion. Promotions start at \$750 and scale according to complexity and customization required.

Case Study: The LPG's Think Independent Campaign



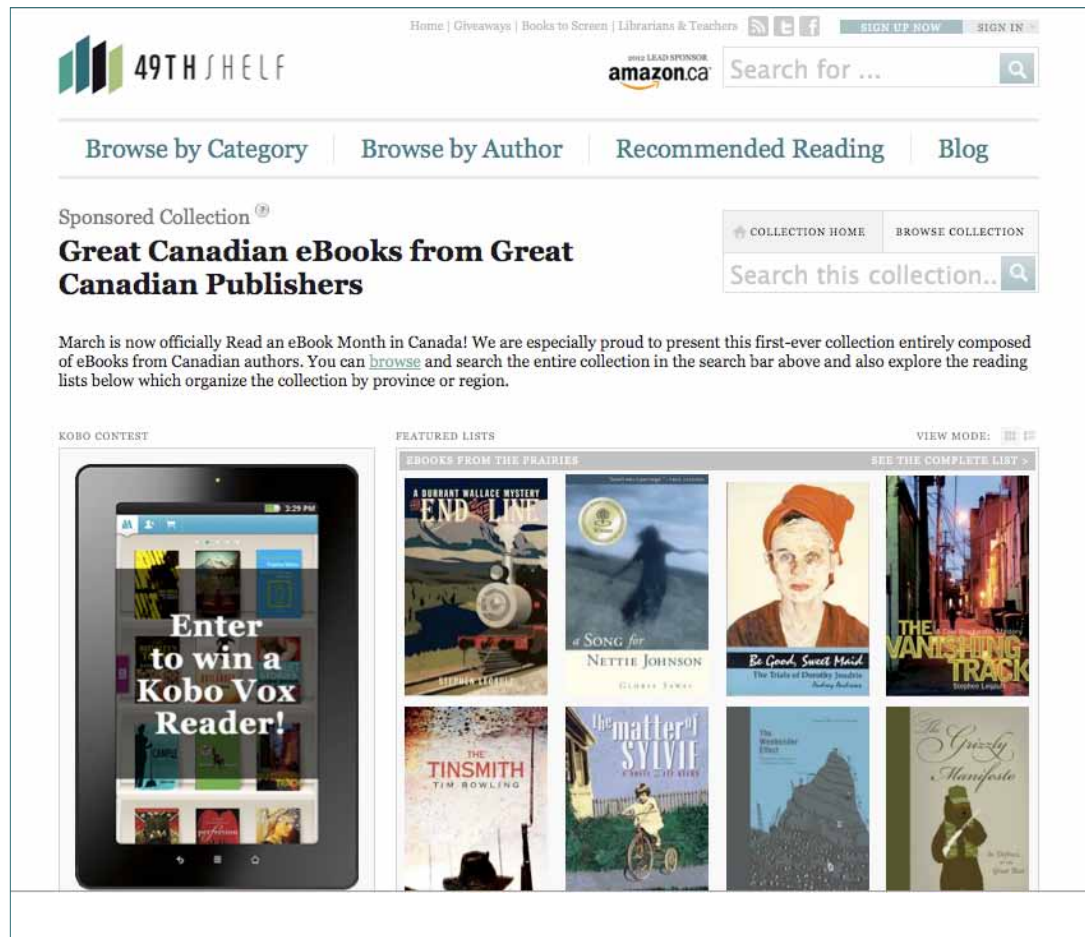
Independent booksellers across Canada were asked to pick their favourite new books being published by Literary Press Group (LPG) members during the 2012 spring/summer season and to highlight them in their stores. 49thShelf.com was a perfect partner for the online component of this campaign. LPG provided 49th Shelf a summer reading library, valued at \$250, and in turn 49th Shelf used Facebook and Twitter to promote Think Independent through an online contest that asked fans to identify their favourite Canadian independent bookstore.

We crafted daily contest posts for Facebook and Twitter during an initial announcement period to ensure greater reach, and then alternated contest messaging with our regular programming for the remainder of the campaign. Rather than simply reminding fans of the contest, the Facebook posts used different photos and messaging to promote the Think Independent campaign in a variety of ways. Canadians are passionate about all things Canadian, in particular Canadian authors and publishers. This simple, 2-week contest had a 28% conversion rate and motivated fans to interact with the page, offered incentives to share the campaign message with friends, and fostered an ongoing conversation about great summer reads.

The winning entrant, Natalie H., had this to say: *"Thank you so much for the wonderful news! I can't wait to dig in to some new reads. Independent publishing and independent bookshops are incredibly important to the Canadian literary landscape and I am delighted that 49th Shelf and LPG collaborated on this contest."*

SPONSORED COLLECTIONS

A sponsored collection is a dedicated showcase for a defined selection of titles on 49th Shelf: a group of titles from a particular category, publisher (or group of publishers), region, or campaign. This is a unique promotional opportunity and the most cost-effective way to quickly create a dedicated microsite to promote your books.



Visit eBooks.49thshelf.com and atlantic.49thshelf.com to see examples of live sponsored collections.

The setup process is simple: the sponsor provides 49th Shelf with an Excel file of ISBNs to be included in the collection. The 49th Shelf team will then build and release a Sponsored Collection microsite for that list of ISBNs, and the editorial and advertising teams will work with the sponsor to ensure a smooth implementation.



Sponsored Collections are supported via the following integrated components:

- A customized landing page that includes limited editorial controls for the exclusive use of the sponsor. These support the selection and rotation of Featured Titles and Featured Reading Lists on the landing page as well as some specific supporting editorial elements.
- Integration of customizable book badges and buy links for each title included in the Sponsored Collection. The customizable badges appear on individual title listings as well as on any other references to the title across 49th Shelf. They serve to indicate that the title in question belongs to the collection and also as links back to the customized landing page for the collection itself. The buy links are customized according to sponsor requirements.
- Dedicated “browse the collection” pages that provide a browsable, sortable presentation of titles in the collection as well as an accompanying category structure that further describes the collection and serves as an additional navigational aid. Dedicated search controls allow users to run search queries exclusively within the collection.
- A dedicated subdomain for your collection landing page (e.g., [yourcollection.49thshelf.com](#)).
- A supporting ad inventory to be distributed across 49th Shelf as an internal promotion to further help drive traffic to the collection’s landing page. The supporting ad inventory can be applied over a period specified by the sponsor, typically ranging from one to three months.
- A dedicated link from the 49th Shelf homepage.

Cost per collection: variable by title count, volume of supporting ad inventory, and customization required: starting at \$9,950.