

IndieBookstores.ca

2024 Media Kit



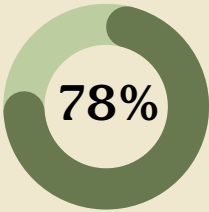
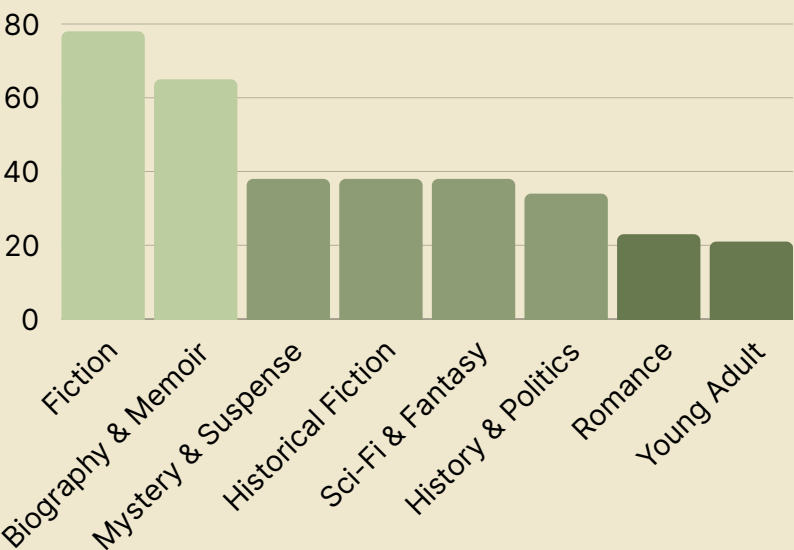
Uniting voracious readers with local bookstores, Canadian books, community initiatives, and events.

IndieBookstores.ca is the place for shopping independent bookstores across Canada. We help readers plan their book purchases, find books within their interests, and provide personalized recommendations, in addition to facilitating multiple touch points that help book lovers connect with other people that share their passions.

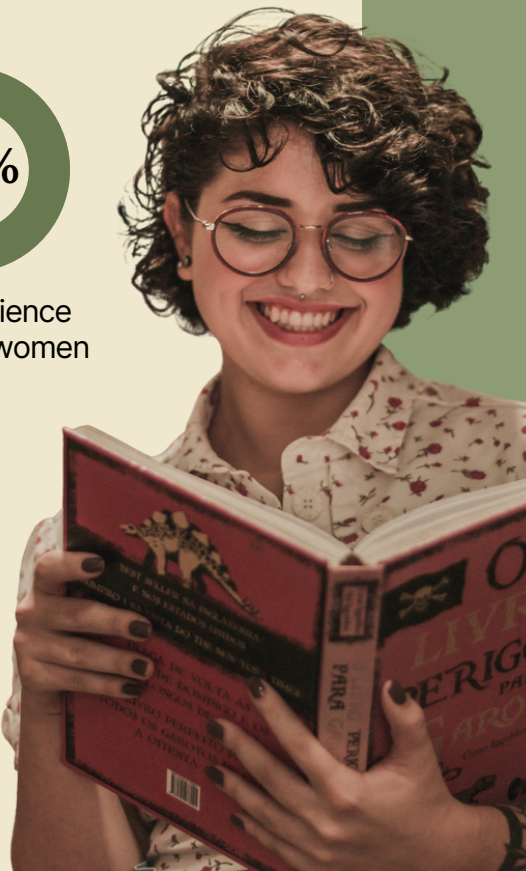
As an advertising partner, your brand will be served to a diverse, national audience with strongly-held values that support local and small businesses, seek the novel and unique, and enjoy shopping not only for the stories and content they can enjoy, but the tactile aesthetic their purchases bring to their home and life.

The majority of our audience is between the ages of 24-44, with 29% being in the 25-34 age group. Their income range is \$61k-\$90k (23.16%), followed by \$91k-\$120k (18.71%), and \$150k+ (16%). The majority of our audience purchase books 1-2 times a month.

Our audience rank these as their most-read genres.



of our audience identify as women



Ad Specifications: IndieBookstores Newsletter

Newsletter Ads Dimensions

Top Leader: 600x150px *minimum* (4:1 ratio); JPG, PNG, GIF (4MB max)

Banner Ad: 728x90px *minimum* (8.09:1 ratio); JPG, PNG, GIF (4MB max)

Bottom Banner: 600x300px *minimum* (2:1 ratio); JPG, PNG, GIF (4MB max)

Product Placement: Book or Product Placement (Square, 1:1 ratio, JPG/PNG)

Sponsored Edition: 600x900px (0.67:1 ratio); JPG, PNG, GIF (4MB max)

Newsletter Types

Regular Edition	<i>See below for editorial themes.</i>
Special Edition	<i>See below for special editions.</i>
Sponsored Edition	<i>Sent at advertiser's discretion. Subject to availability and editorial approval.</i>

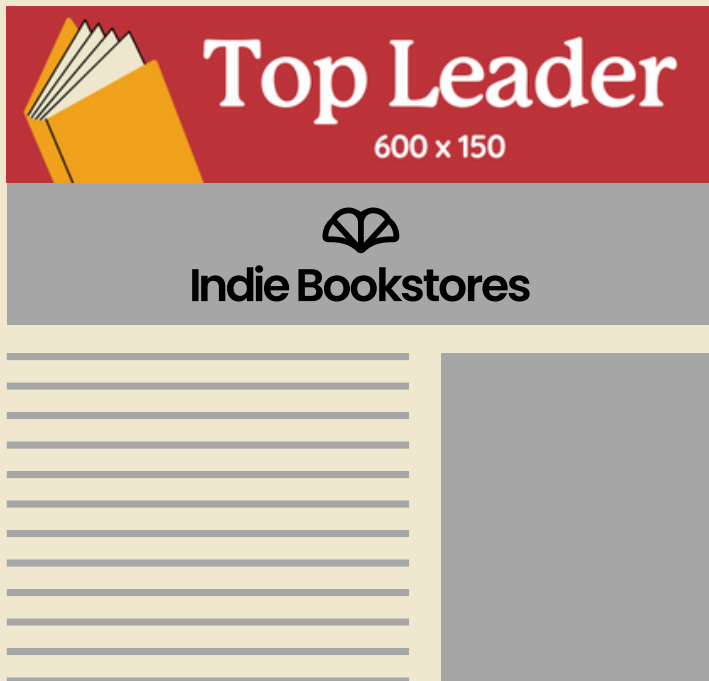
Newsletter Schedule

- Special: Canadian Independent Bookstore Day (April 18, 2024)
- Spring Reads (May 16, 2024)
- Special: Summer Contest (June 27, 2024)
- Summer Reads (August 1, 2024)
- Fall Reads (September 19, 2024)
- Special: Holiday Gift Guide (November 21, 2024)
- Winter Reads (January 23, 2025)

Ad Specifications: IndieBookstores Newsletter

Newsletter Ad Layout (approximations):

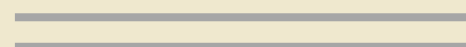
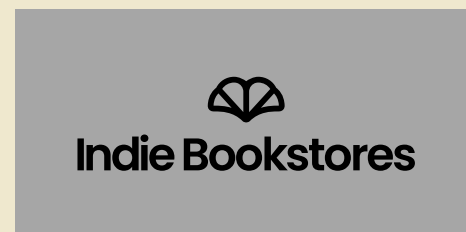
Regular Editions



Sponsored Editions



Product Placement



Ad Specifications: CIBA Newsletter

Advertisers who are looking to reach 150+ Canadian independent booksellers may also opt to take advantage of advertising space in CIBA's monthly industry-facing newsletter or with dedicated e-blasts.

Newsletter Ad Layout (approximations):



Ad Specifications: Social

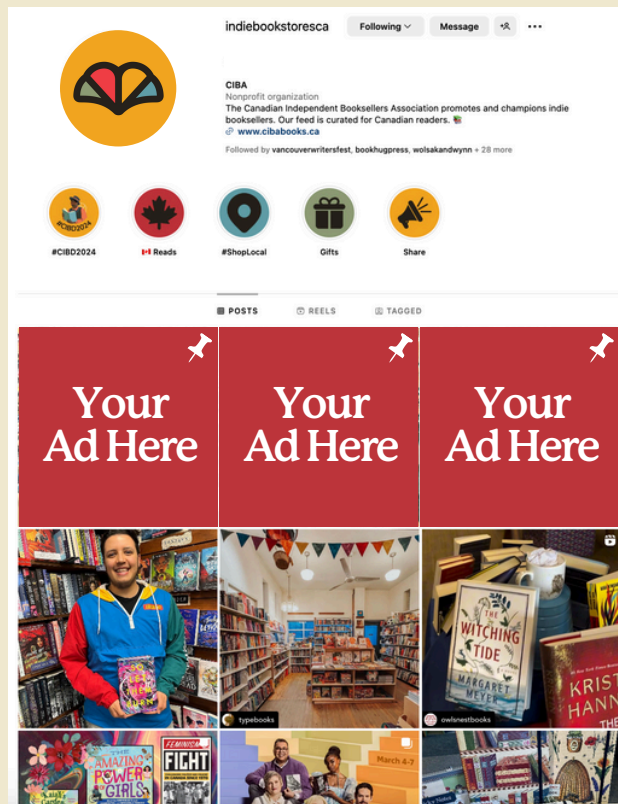
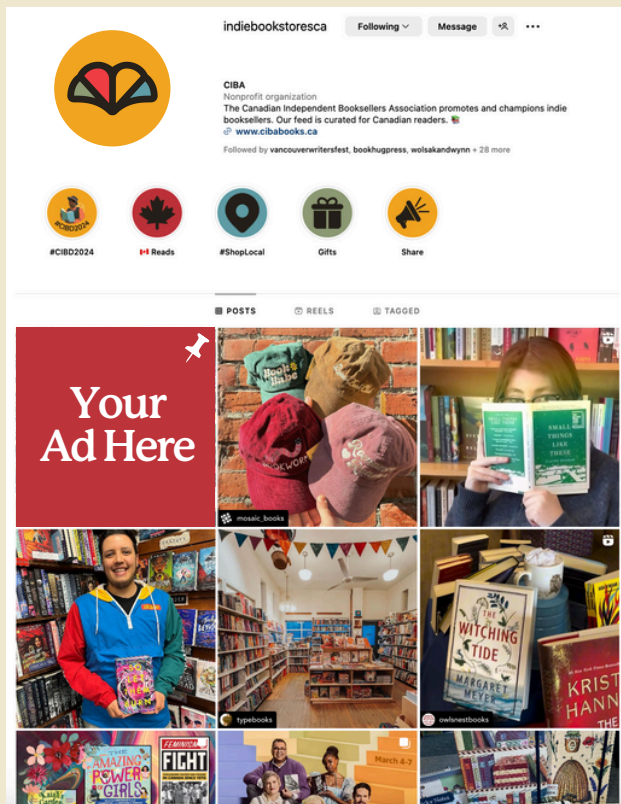
Instagram Ad Options

Pinned Post Single (1 week):

Submit your square image or reel with recommended text and we'll pin it to the top of profile for one week.

Pinned Post Trio (1 week):

Submit three square images with recommended text and we'll pin them to the top of our profile for one week.



Additional weeks may be added for a \$200 surcharge. Following the completion of your ad campaign, the accompanying posts will be “archived,” meaning the link to the posts will continue to work, but it will no longer be available on the IndieBookstores.ca feed.

Editorial Right of Refusal

All ad placement requests are subject to editorial approval. Ads should be relevant to the IndieBookstores.ca community, and must pass basic quality standards prior to running. If you need assistance with graphics and/or copy, please get in touch.

Ad Specifications: Display

Display Ad Dimensions and Specifications

Desktop: 960x192px *minimum* (5:1 ratio); JPG, PNG, GIF (4MB max)

Mobile: 400x400 *minimum* (1:1 ratio); JPG, PNG, GIF (4MB max)

Placements

Home Page	Two placements (middle and bottom of page)
Category Page	Two placements (top and bottom of page)
Store Page	Two placements (below store info and bottom of page)

Ads, unless scheduled as a takeover, will be displayed in rotation with other ads.

There will be a maximum of five ads in rotation for each placement at any given time.



Ad Rates 2024

IndieBookstores Newsletter

Top Leader: \$200 + tax

Banner Ad: \$150 + tax

Bottom Banner: \$175 + tax

Product Placement: \$300 + tax

Sponsored Edition: \$600 + tax

CIBA Newsletter

Banner Ad: \$150 + tax

Sponsored Section: \$300 + tax

Sponsored E-Blast: \$600 + tax

Instagram Ads

Pinned Post Single: \$300 + tax (1 week)

Pinned Post Trio: \$800 + tax (1 week)

Additional Weeks: \$200 + tax per week (3 weeks max)

IndieBookstores.ca Display Ads

Basic (in rotation): \$250 (weekly) / **Web Takeovers (all ad slots):** \$600 (weekly)

Packaged Buys

Priority will be given to advertisers who book multiple ads at the same time to be paid in a single transaction.

Custom Campaigns

Are you a publisher, literary organization, author, or “bookish” retail company? Let’s have a conversation around a custom collaboration! Email kayla.calder@cibabooks.ca.

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Let's Get Started

We look forward to working with you.

Please email Kayla Calder (kayla.calder@cibabooks.ca) to discuss your advertising interests and needs.