



**2010 BEA Podcast Ad & Sponsorships—
Use the BEA Podcasts to get your
Authors and Titles in front of everyone at
BEA 2010**

May 25-27, 2010
Jacob K. Javits Center, New York City

Pre-Show EMG Podcasts (March 1 through May 27)

• **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 **\$259 each** 5 minutes **\$365 each**

Sponsorships: The Main Show (May 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 **\$2,600**

• **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 **\$2,600**

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

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

- Sponsor Tag: :15 sec intro in front of each episode **\$2,600**

• **“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 **\$1,575**

• **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 **\$1,575**

Continued

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 **\$259 each**

5 minutes **\$365 each**

Web Site Advertising

Web Banner Ads, Buttons and Links

Banner above mast (728 x 90 IMUs) **\$1,575**

Vertical Banner (120 x 240) **\$1,050**

Full Button (120 x 120) **\$785**

Half Button (120 x 60) **\$525**

Text Hyperlinks (text only, 20 characters max) **\$105**

Yes, I am interested in the media and sponsorship opportunities checked above. Please accept this as my insertion order.

Company: _____

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Authorized Signature: _____ Date: _____

Fax completed form back to: (203) 840-9959

**Questions? Contact Debbie McManus at
203-840-5959 or dmcmanus@reedexpo.com**

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