



Lightning Source Publisher Marketing Advertising Guide

WELCOME TO LIGHTNING SOURCE PUBLISHER MARKETING!

Lightning Source, a leader in one-book-at-a-time print and distribution, has built the print-on-demand (POD) industry from the ground up, listening to what customers and consumers wanted and needed to make their businesses more effective. In continuing our tradition of bringing the best services to our publishers, Lightning Source offers a wide range of marketing vehicles to assist in promoting your titles to the book buying community. This document summarizes a list of vehicles that are available from our partner Ingram Book Group to highlight your titles to Ingram customers.

GENERAL TRADE CATALOGS - Reach 23,000 independent, international, and library accounts.

Publication	Description	Price Range	Delivery Month
<i>Advance*</i>	General hardback / trade paper	\$1,200 - \$3,700	Monthly
<i>Ashanti</i>	African American interest	\$1,000 - \$3,400	April / December
<i>Cookbook</i>	Cookbooks, entertaining	\$1,000 - \$3,400	September
<i>Home & Hearth</i>	Home decorating & improvement, crafts, gardening	\$1,000 - \$3,400	February
<i>Libros En Espanol</i>	Spanish titles, Spanish interest in English	\$ 550 - \$2,000	March
<i>Mind, Body & Spirit</i>	Spiritual, wellness, diet/fitness	\$1,000 - \$3,400	November
<i>Paperback Advance*</i>	General mass market	\$1,200 - \$3,700	Six times a year
<i>PTR/Business Connections</i>	Mainstream and professional business interest	\$1,000 - \$3,400	April / October
<i>Travel Catalog</i>	Guides, armchair, gift books, adventure, children's titles	\$1,000 - \$3,400	February / September

CHILDREN'S TRADE CATALOGS - Reach children's buyers for over 20,000 independent, international and library accounts.

Publication	Description	Price Range	Delivery Month
<i>Children's Advance*</i>	General interest for all ages	\$550 - \$2,000	Eight times a year
<i>Children's Backlist</i>	General interest backlist bestsellers	\$550 - \$2,000	May
<i>Parent Resources</i>	Homeschool, parenting, etc.	\$550 - \$2,000	January
<i>Trade Books for the Classroom</i>	Teacher/Educator interest	\$550 - \$2,000	March

CHRISTIAN TRADE CATALOGS - Reach over 5,300 Christian retailers and over 2,000 independent, higher education and international bookstores.

Publication	Description	Price Range	Delivery Month
<i>Christian Advance</i>	Christian general interest	\$300 - \$1,500	Eight times a year

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SPECIALTY CATALOG ANNOTATIONS

Regular annotations are \$50 per title and super annotations are \$200 per title. Annotations are included in the body of the catalog and feature a cover image, brief description, price and ISBN. This is a good solution for publishers who do not wish to do space advertising, but still want added visibility for a title. Annotations are available to all publishers in every specialty catalog listed on previous page. Annotations are not available for purchase in our core catalogs, which are indicated with a star (*).

ipage® ADVERTISING (ipage.ingrambook.com)

- Advertising ranges from \$250 - \$1,900, depending on placement and ad type.
- Customers use **ipage** for browsing titles, ordering, merchandising, and more.
- Over 10,000 accounts and nearly 25,000 users are connected to **ipage**, comprising an average of 27,000 visits each day.
- **ipage** advertising encourages instant “Add to Quick Order” functionality so that customers can add titles to their purchase orders instantly.
- All advertising runs for 28 days and closing deadlines occur weekly.

PLACEMENT RECOMMENDATIONS

- Ingram advertising should be centered on specific “hooks,” like publicity, current events, or seasonal tie-ins. Use this information where possible in the ads.
- If the purpose of advertising is simply to get a slow-moving title moving, we recommend complementing print advertising with **ipage**, or visa versa. Advertising in multiple places gives more of a chance of capturing the attention of booksellers.

HOW TO ADVERTISE

If you are a current customer of Lightning Source and are interested in placing an ad in an Ingram vehicle, please contact:

Jim Patterson, Lightning Source Sales Manager
615-213-4475
jim.patterson@lightningsource.com

BILLING

Billing for regular Ingram advertising is done via Lightning Source invoice to the publisher.

AD DESIGN AND SIZE

- Black & white catalog advertising is available in 1/4 page, 1/2 page, and full-page spots. Four-color catalog advertising is available only in full-page spots.
- Prices listed for all catalogs are for ads created and submitted by the publisher. Ingram-designed ads will incur a \$400 per ad set up charge.
- Ingram designs and creates all **ipage** advertising. Setup is included in the advertising price.
- Detailed specifications on Ingram Advertising can be located in the Rate Kit on the Marketing & Promotions tab of ipage.ingrambook.com. For those without **ipage** access, please contact Jim Patterson at Lightning Source at 615-213-4475 for further details.



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