

About Us

In a year when print newspaper book review sections were on the decline, being canceled, or being moved into the Arts section of a daily newspaper, the *Sacramento Book Review* (SBR) challenged that trend. Launched in September 2008, SBR is one of only a few book reviews in the country not distributed through a major newspaper and one of the only independent book review companies in the country. SBR is unique in that it is the only (known) free monthly book review publication dedicated to those who love to read and those passionate about ideas.

SBR publishes a 32-page free monthly tabloid, reviewing about 200 books each month. Issues will feature regular reviews in more than 30 categories, ranging from memoirs and biographies to science fiction and fantasy. SBR also includes author interviews, who have new books being released that month, a calendar of upcoming local events, and whatever else catches our fancy. Special editions throughout the year will include children's book editions, holiday issues, and unique themes.

SBR is distributed around the greater Sacramento and San Francisco Bay Area in bookstores, libraries, coffee shops, colleges, and other gathering places each month.

SBR is produced by 1776 Productions, located in Sacramento, California.

Sacramento
Book Review

1215 K Street, 17th Floor | Sacramento, CA 95814 | 916.503.1776 | email: info@1776productions.com
www.sacramentobookreview.com

About Sacramento

- 37th Largest city in country¹ with 450,000 people in the incorporated section and 2 million in the surrounding area.
- *Nielsen Media* ranks Sacramento as the 20th largest media market in the country.
- Strong publishing environment and history:
 - Mark Twain began his travel writings for the Sacramento Union.
 - McClatchy Company, the second largest newspaper publisher in the country, is based in Sacramento and publishes the Sacramento Bee.
 - Most Literate City List: (25th Overall²):
 - Tied at 25th (with Columbus, OH) for most booksellers per capita
 - 15th in Internet resources
 - 17th in newspaper circulation
 - Tied for 20th for locally published magazine and journals

¹ <http://www.ccsu.edu/amlc07/>

² census.gov - 2005

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Publication & Closing Dates

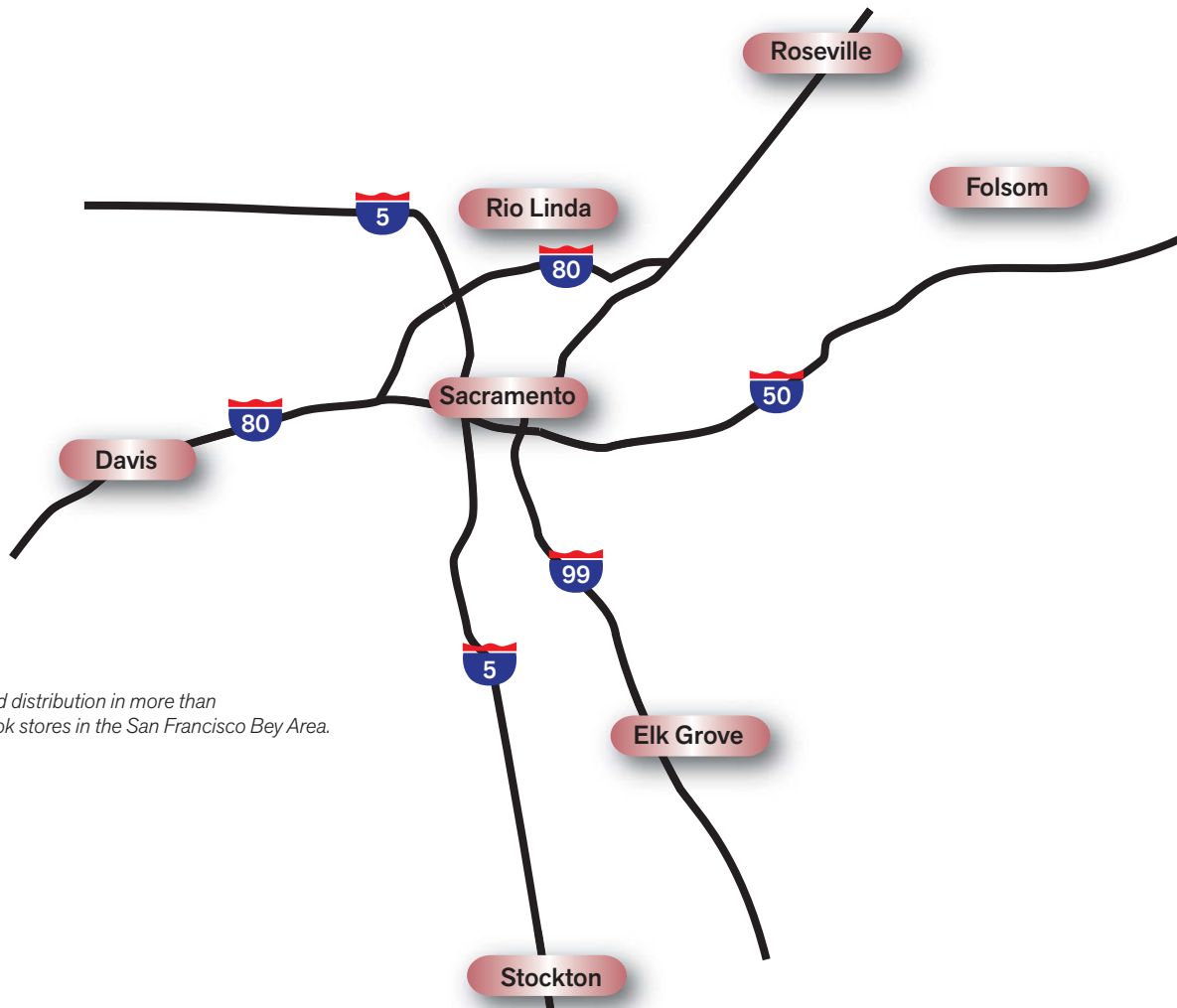
Date of Publication	Space Reservations	Ad Copy Due To SBR
February 2009	Jan. 23 5:00 pm	Jan. 26 5:00 pm
March 2009	Feb. 24 5:00 pm	Feb. 26 5:00 pm
April 2009	Mar. 24 5:00 pm	Mar. 26 5:00 pm
May 2009	April 24 5:00 pm	April 27 5:00 pm
June 2009	May 25 5:00 pm	May 26 5:00 pm
July 2009	June 25 5:00 pm	June 26 5:00 pm

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Circulation Coverage

Sacramento Book Review is distributed as far south as Elk Grove, as far north as North Rio Linda, as far west as Davis, and as far east as Roseville and Folsom.*



** Limited distribution in more than 80 book stores in the San Francisco Bay Area.*

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Advertising Rates/Sizes

Sacramento Business Review sells advertisement on a non-contractual basis. We realize that many advertisers do not have the budget or product release schedule to advertise on a monthly basis. We also realize that even contract advertisers wonder if someone else is getting a higher discount than they are. Therefore, we offer an ad rebate program to benefit the regular monthly advertiser *and* the occasional advertiser.

We charge all advertisers the same rate base for their first five ads. After five ads, we give advertisers an ad credit equal to the average price of the five ads, to be used as they wish. In addition, they receive a 10% discount on their rate base for all advertising in the following 12 months. If the advertiser runs 10 paid ads within a calendar year of the first ad insertion, they will get all their paid ads in the second year discounted by 15%. In addition, they will also continue to get every sixth ad rebate already described.

Advertisement Rates*

Size	Cash Ad	Trade Ad
Full-Page	\$325.00	Upon Approval
3/4-Page	\$250.00	
1/2-Page	\$175.00	
1/4-Page	\$125.00	\$312.50
1/8-Page	\$65.00	\$162.50
1/16-Page	\$35.00	\$100.00

Premium Ad Placement Charges*

Inside Front Cover (Color:)	\$450.00
Inside Back Cover (Color)	\$450.00
Back Cover (Color)	\$500.00
Interior Color Ad:	25% charge over base rate
Guaranteed Selection Placement (see back):	10% charge over base rate

Advertisement Credit Analysis*

Ad No.	Base Rate	Price
1	\$200.00	\$200.00
2	\$200.00	\$200.00
3	\$200.00	\$200.00
4	\$200.00	\$200.00
5	\$200.00	\$200.00
Total	\$1,000.00	\$1,000.00
Rebate		\$-200.00
Average Cost of 6 Ads		\$166.67
Discount Percentage		16.67%

Continuing Ad Run With 10% Discount

Ad No.	Base Rate	Discounted Rate
7	\$200.00	\$180.00
8	\$200.00	\$180.00
9	\$200.00	\$180.00
10	\$200.00	\$180.00
11	\$200.00	\$180.00
Total	\$1,000.00	\$900.00
Rebate		\$180.00
Average Cost of 6 Ads		\$150.00
Discount Percentage		25.00%

* Rates effective 10/20/08. Subject to change, based on publication print run quantity.

Ad sizes on back 

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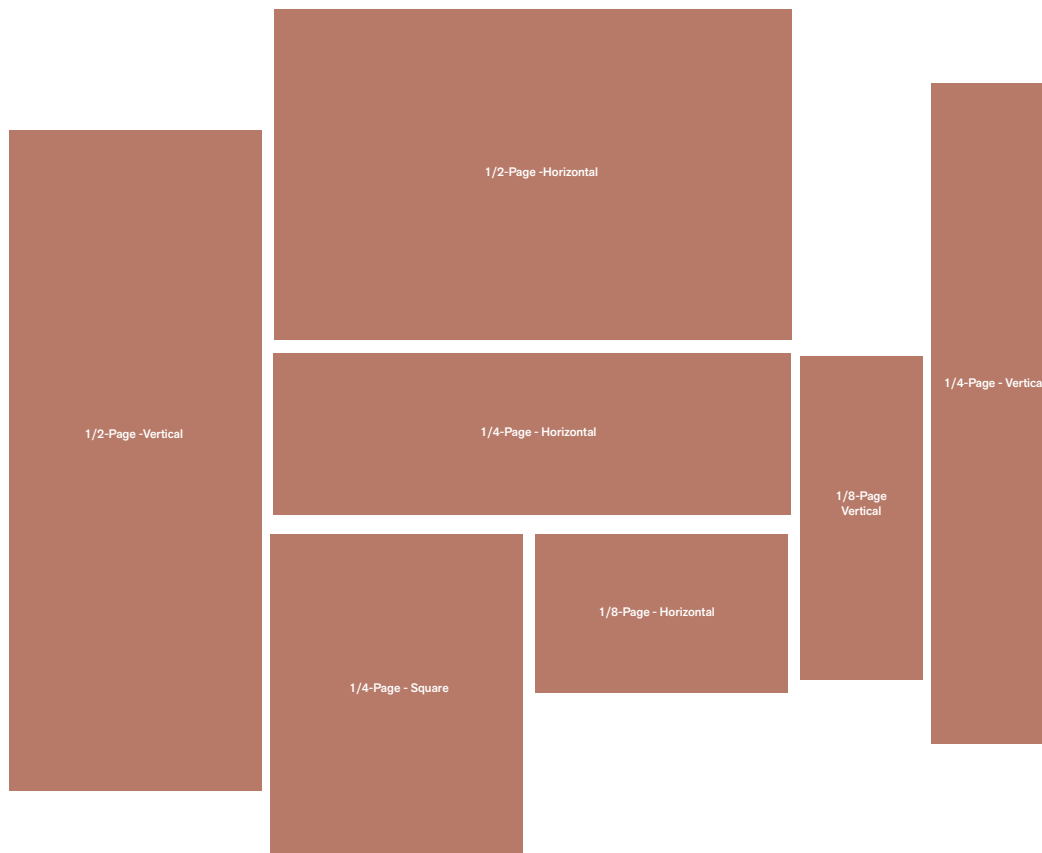
Advertising Rates/Sizes

Advertisement Sizes

Description	Ad Dimensions
Full Page	10" x 12.75"
Half-Page Vertical	4.875" x 12.75"
Half-Page Horizontal	10" x 6.375"
1/4-Page Vertical	2.32" x 12.75"
1/4-Page Square	4.875" x 6.25"
1/4-Page Horizontal	10" x 3.125"
1/8-Page Vertical	2.32" x 6.25"
1/8-Page Horizontal	4.875" x 3.063"
1/16-Page (Single Column Only)	2.32" x 3.063"

Categories of Interest to Non-Bookstore Advertisers

Art, Architecture and Photography
Business and Investment
Computers and the Internet
Cooking, Food, and Wine
Crafts and Hobbies
Health, Fitness and Dieting
Home and Garden
Sports and Outdoors
Travel



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Electronic Guidelines

We accept the following file formats:

- Adobe InDesign (Mac or PC)
- Adobe Illustrator (Mac or PC)
- EPS
- TIF
- High-quality JPG

For half tones reproduction, photos should range from 5% dot in the highlights to 85% dot in the shadows. Please do not use web graphics.

It is best to convert fonts to graphics or outlines when using Adobe Illustrator to create the ad. Flatten all layers when creating the ad in Adobe Photoshop.

Flat areas of screened color or grays must have a value of 15% or greater.

Total color percentages should not exceed 230% or offset will occur.

Sending us your files electronically:

Files of up to 20 MB may be emailed to:

ads@1776productions.com

Please provide instructions for your location and insertion date.

Mail files on CD-ROM • DVD to:

1776 Productions
1215 K Street, 17th Floor
Sacramento, CA 95814

Proofs:

Please supply a printed copy of your ad for image verification. If it is a color ad, we will need a color proof to check color accuracy. Although we try to match color as closely as possible to your proof, some variance should be expected.

Deadline:

(see Publication Deadlines)

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