



Largest African-American Book Event in the South

## 2018 ADVERTISING PACKET

EVENT DATE: Oct. 25-27, 2018

Venue: Fallbrook Church • 12512 Walters Road • Houston, TX



Sponsored by:  
Cushcity.com

National Black Book Festival  
14300 Cornerstone Village Dr., Suite 370  
Houston, TX 77014  
(281) 444-4265 - Ph (281) 583-9534 - Fax  
[www.nationalblackbookfestival.com](http://www.nationalblackbookfestival.com)



## **To Authors, Publishers, Entrepreneurs and Corporate Advertisers:**

The 11th annual National Black Book Festival is scheduled for Oct. 25-27, 2018 at Fallbrook Church, 12512 Walters Rd., Houston, Texas. The event is sponsored by Cushcity.com, one of the leading Web sites promoting African-American literature.

The National Black Book Festival provides a variety of advertising opportunities for authors, publishers, entrepreneurs and corporations who may or may not be able to attend the actual event. The following advertising opportunities are available:

- **Social Media Book Boost.** Your book will receive four (4) social media posts on NBBF's Facebook page (84,000+ fans) over the course of four weeks (automatically tweets to 500+ NBBF Twitter followers). The promotion will include a cover of your book and a link to your website and/or your Amazon book page. ONGOING
- **Featured Video of the Week.** Provide a one- to five-minute video that will be featured on the NBBF web site's home page for one week. Video must be uploaded to YouTube. Book trailers, interviews, performances, etc. are permitted. Video must be tasteful and contain no nudity or excessive profanity. This advertising may occur anytime.
- **Book announcement program.** Provide two (2) copies of one of your books. During the Festival, your book title, author's name and genre will be announced from the podium and given away as a gift to a Festival attendee. NOTE: Books are provided by author free of charge and will not be returned.
- **Supporting author link** on the Festival web site (for authors who CANNOT attend), with link to the author's web site or Facebook page. Link remains from time of purchase until November 2018. Participating authors automatically receive a link to their web site upon registration.
- **Book Feature** in National Black Book Festival News, a monthly e-newsletter which is distributed to over 1,000 African-American book clubs and 25,000 consumers via e-mail.
- **Pre-Festival Promotional Video** - NBBF will produce a promotional video leading up to 2018 NBBF. The video will feature authors who will be attending the Festival as participating authors with tables, as seminar presenters, or authors who will not be attending, but who support the event. The videos will be featured on the NBBF website for one-week intervals and cross promoted on Facebook, as space permits. **Deadline:** August 1, 2018
- **Book Video Presentation.** Provide a 30-second to five-minute video that will be featured at the 2018 NBBF. The book videos will be shown on an HD screen in the main registration area during the Festival and will be shown on a repeated loop. Book trailers, interviews, performances, etc. are permitted. Video must be tasteful and contain no nudity or excessive profanity.
- **Commercial Ad Presentation.** Provide a 30-second to five-minute video that will be featured at the 2018 NBBF. The ads will be shown on an HD screen in the main registration area during the Festival and will be shown on a repeated loop. Any type of product or service can be advertised, as long as the ad is tasteful and contains no nudity or excessive profanity.
- **Festival Partner logo link** on the Festival web site for publishers and entrepreneurs with link to the business' web site. Link remains from time of purchase until November 2018.
- **Gift bag marketing program:** Insert your flyer, brochure or postcard in the Festival gift bags which will be distributed to all Festival attendees
- **Advertising in NBBF Newspaper:** Full-page, half-page, quarter-page or business card size ads available in color and black-and-white

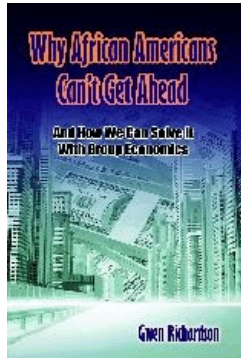
More information and the advertising agreement are including on the following pages. If you have any further questions regarding advertising, please feel free to contact us.

Gwen Richardson  
NBBF National Coordinator  
[info@nationalblackbookfestival.com](mailto:info@nationalblackbookfestival.com)  
Toll-free number: 1-800-340-5454  
In the Houston area: (281) 444-4265



## NBBF Newspaper ADVERTISEMENTS

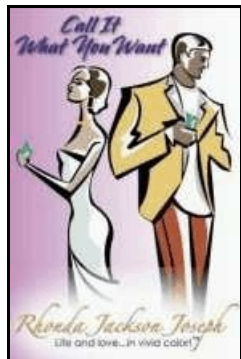
Visit these authors' tables at the Festival and receive a **10% discount**. Discount applies only Oct. 26 and 27 at the Festival.

	<p><b>Gwen Richardson</b></p> <p>Author of <i>Why African Americans Can't Get Ahead and How We Can Solve It With Group Economics</i></p> <p><a href="http://www.groupeconomics.com">www.groupeconomics.com</a></p> <p><input type="checkbox"/></p>
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This NBBF Newspaper coupon ad will bring more traffic to your table and generate greater sales for your book. Features your book cover (one book only per ad), name, book title, web site and table number. Also included is a box for the author to check off when the customer receives his/her discounted book. Authors may purchase more than one ad, if desired. All NBBF attendees will receive a NBBF Newspaper.

**COST TO PARTICIPATING AUTHORS FOR COUPON AD IS ONLY \$89.00**

Visit these authors' websites and learn more about their current books and upcoming titles.

	<p><b>Rhonda Jackson Joseph</b></p> <p>Author of <i>Call It What You Want and Artificial Sweetie</i></p> <p><a href="http://www.rhondajacksonjoseph.com">www.rhondajacksonjoseph.com</a></p>
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This NBBF Newspaper ad is designed for authors who are unable to attend the Festival. This business card sized ad will increase your profile, bring traffic to your web site and generate sales after the event. Features your book cover (one book only per ad), list up to four (4) book titles, name and web site. All NBBF attendees will receive a NBBF Newspaper.

**COST TO AUTHORS FOR NBBF Newspaper AD IS ONLY \$129.00**

The following are also available: Full-page 4-color ad (12-1/2" x 10"), half-page 4-color ad (6-1/4" x 10"), half-page black-and-white ad (6-1/4" x 10"), and quarter-page black and white ad (7" x 4-3/4"). Author must supply camera-ready art for full-page, half-page and quarter-page ads only. We will design your coupon or business-card sized ad at no additional cost.

**DEADLINE FOR INCLUSION IN NBBF Newspaper is Sept. 10, 2018**



**NBBF ADVERTISING AGREEMENT**

**CONTACT INFORMATION**

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Book Title(s): [FOR AUTHORS ONLY] \_\_\_\_\_

NBBF Newspaper ADVERTISING DEADLINE -Sept. 10, 2018

DEADLINE FOR OTHER ADVERTISING OPTIONS - OCT. 18, 2018 (unless otherwise indicated)

Type of Advertising	Unit Price	Quantity	Total
Featured Video of the Week (On NBBF Web Site)	\$59		\$
Book Video Presentation or Commercial Ad Presentation (Shown at the 2018 NBBF - Oct. 25-27, 2018)	\$189		\$
Book Announcement Program - Send 2 books to be announced [NOTE: Pricing is for 2 books; for 4 books, price would be \$98.00, and so forth. For participating authors and/or authors who cannot attend]	\$49		\$
Social Media Book Boost (Ongoing/Year-Round)	\$59		\$
Supporting Author Link (for authors who CANNOT attend) 'til Nov. 1, 2018	\$49		\$
Book Feature in National Black Book Festival News (monthly e-newsletter)	\$49		\$
Festival Partner Logo Link - Until Nov. 1, 2018	\$199		\$
Gift Bag Marketing Program (1,000 pieces inserted in Festival gift bags)	\$99		\$
NBBF Newspaper Coupon Ad (for participating authors ONLY)	\$89		\$
NBBF Newspaper Business Card-Sized Ad for Supporting Authors	\$69		\$
Full-Page 4-Color Ad - (12-1/2" x 10") Inside Back, Outside Back or Inside Front Covers - NBBF Newspaper - Distribution: 10,000 copies	\$850		\$
Full-Page 4-Color Ad - (12-1/2" x 10") Inside NBBF Newspaper (not on cover)	\$700		\$
Full-Page Black-and-White Ad - (12-1/2" x 10") Inside NBBF Newspaper	\$500		\$
Half-Page 4-Color Ad (6-1/4" x 10")	\$350		\$
Half-Page Black-and-White Ad (6-1/4" x 10")	\$250		\$
Quarter-Page Black-and-White Ad (5-1/2" x 4-7/8")	\$150		\$

Total Price: \_\_\_\_\_

Payment Method:  Cashier's Check  Money order  Visa  M/C  AmEx  Disc  Paypal

Card Number: \_\_\_\_\_ Exp Date \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Paypal payments: Send to e-mail address: [grichardson@cushcity.com](mailto:grichardson@cushcity.com). Subject: NBBF Payment

Authorized Signature: \_\_\_\_\_

Checks or money orders payable to: National Black Book Festival, 14300 Cornerstone Village Dr., Suite 370, Houston, TX 77014 – NO CHECKS ACCEPTED AFTER SEPT. 15, 2018 – Fax agreement to: (281) 583-9534