

NOW
in its
LMP
69th
edition

"LMP is a reference without competition. Those needing current data on publishers, their rapidly circulating staff, and support systems must have LMP."

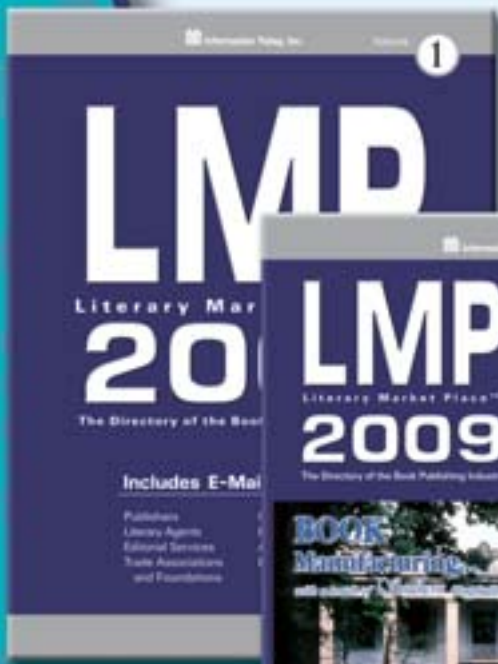
—REFERENCE AND RESEARCH BOOK NEWS

"This is perhaps the single most essential directory for almost every North American book publisher."

—HUENEFELD REPORT

LMP & literarymarketplace.com

"The one source you need to make the right connections — in print and online"



Advertise your business and services in the **2009 LMP** or **ILMP** and **reach out** to the whole **publishing world.**



Choose **ILMP**

(*International Literary Market Place*™), the perfect choice if you do business outside of the United States and Canada

www.literarymarketplace.com

LITERARY MARKET PLACE™

1 Volume 1 INDUSTRY-SPECIFIC INFORMATION

Publishers, editorial services, agents, associations, book trade events, awards, books and magazines for the trade

2 Volume 2 TRADE RESOURCES & SERVICES

Complete book manufacturing, advertising, marketing, publicity, sales, distribution, and all services and suppliers

Literary Market Place™ (LMP) is where professionals go first for industry information, allowing you to reach your key prospects in a very effective manner. Professionals in every aspect of the industry regularly use *LMP* as a tool to locate new vendors, broaden their customer base, and find accurate, indispensable industry information. Advertisers across the country are boosting their business by taking advantage of these well-targeted opportunities, and now you can too! Hit the marketplace with year-round exposure in this most-trusted resource.

International Literary Market Place™ (ILMP)

If you do business worldwide, check out the advertising opportunities available in *ILMP*. This counterpart to *LMP* is the global information source for the publishing industry. With data from more than 180 countries (outside the United States and Canada), *ILMP* gives you the chance to deliver your message specifically to people interested in the global publishing scene.

➔ Stand out above the rest by delivering your message into the hands of our loyal subscribers.

Print Rates	LMP	International LMP
Company Annotation	\$250	\$250
Company Logo	\$300	\$300
Display Ads		
Full Page	\$2,650	\$1,060
1/2 island	1,750	700
1/2 horizontal	1,600	640
1/3 island	1,350	540
1/3 vertical	1,350	540
1/6 vertical	750	300
1/6 horizontal	750	300
Covers/Tabbed Dividers/Inserts/Outserts*		
Front	\$13,500	n/a
Inside Front	7,750	3,100
Outside Back	8,500	3,400
Inside Back	5,275	2,825
Spine	3,000	1,950
Tabbed Divider	7,750	3,100
Bound Inserts	5,500	2,200
Ride Along Outserts	3,000	1,200
*All color included in rates above.		
Materials deadline:	August 22, 2008	June 25, 2008

For more information, call Chuck Fiorello at (212) 689-2855 or email cfiorello@infotoday.com



Advertise using the power of the Internet with LMP Online.
www.literarymarketplace.com

PREFERRED FORMAT FOR DISPLAY ADS:

- Photoshop TIFF files for Macintosh (300 dpi)
 - size according to pub specs; add 1/4" to all sides for bleeds on full-page ads
 - high-quality proof must be submitted

For other acceptable formats and for details of how to submit ads on disc or electronically go to www.infotoday.com/advert/CTPAdSpecs.pdf.

ANNOTATION:

75 words

LOGOS:

2-3/16"x1" maximum

COVERS, TABBED DIVIDERS, & BOUND INSERTS:

Quantity needed—9,000 (LMP) 3,000 (ILMP)

Specifications are available upon request.

For more information, call (212) 689-2855

RIDE-ALONG OUTSERTS:

Quantity needed—9,000 (LMP) 3,000 (ILMP)

Maximum size: 8-5/16"x10-7/8"

Specifications are available upon request.

For more information, call (212) 689-2855

DISPLAY ADS:

Full Page
(non-bleed)
7"x9-5/8"

(with bleed)
8-13/16"x11-3/8"
Trims to:
8-5/16"x10-7/8"

4-5/8"x6-3/4"

1/2 Page Island

7"x4-1/2"

1/2 Page Horizontal

4-5/8"x4-1/2"

1/3 Page Island

1/3 Page Vertical

2-1/8"x9-1/4"

2-1/8"x4-1/2"

1/6 Page Vertical

Banner Advertising ↓



Tile Ads ↓ Featured Listing ↓



➔ **More than 1 million hits each month**
Over 200,000 page views each month

Get Visibility on the Web, Too!

Large publishing houses are already using this complete database on their company intranets, while many other users log on daily for continuously updated information. By advertising, you are increasing visibility while driving traffic to your own Web site.

Online Advertising and Specifications:

➔ **FEATURED LISTINGS:**

Special placement of your company to appear before alphabetical directory listings start. When alphabetical listings are browsed, your company will also appear, highlighted in color and in a larger font. This package also includes online links (from company listing) directly to your website and email. Company logo can be added (120x60 pixels).
 Annual Rate of \$650.

➔ **BANNER ADVERTISING:**

468x60 pixels, 10K file size, GIF or JPEG format.
 All banners are delivered sitewide and link directly to your company website. For more information, call (212) 689-2855.

➔ **TILE ADS:**

100x100 pixels, 8K file size, GIF or JPEG format. Rotating square tiles are available sitewide. Also, link your website to your ad for a great way to get extra visibility all over the website.
 For more information, call (212) 689-2855.

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Who needs to advertise in *LMP*?

If you see your business here, you do.

U.S. Book Publishers

Canadian Book Publishers

Small Press Publishers

Editorial Services

Literary Agents

Illustration Agents

Lecture Agents

Associations & Foundations

**Book Trade Events, Conferences,
& Courses**

Awards, Contests, & Grants

Books & Magazines for the Trade

Advertising & Public Relations

Direct Mail Promotion

**Book Reviews, Exhibits, Clubs,
& Lists**

Magazine & Newspaper Publicity

Radio & Television Publicity

Book Manufacturing:

Complete Book Manufacturing;
Prepress Services; Printing,
Binding, & Book Finishing;
Manufacturing Materials;
Manufacturing Services
& Equipment

Sales & Distribution:

Book Distributors & Sales
Representatives; Wholesalers;
Import/Export; Shipping
Services & Suppliers

Services & Suppliers:

Consultants; Book Producers;
Publishing Systems, Services,
& Technology; Employment
Agencies; Clipping Bureaus;
Typing & Word Processing
Services; Translators &
Interpreters; Artists & Art
Services; Photographers;
Stock Photo Agencies

For more
information or to book
your listing or display
advertisement, contact
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(212) 689-2855 or
email him at
cfiorello@infotoday.com.



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