“The one source you need to make the right connections — in print and online.”

LMP

literarymarketplace.com

Advertise your business and services in the 2013 LMP or ILMP and reach out to the whole publishing world.

Reserve your space soon:
ILMP by June 1, 2012
LMP by August 3, 2012

Choose ILMP (International Literary Market Place™), the perfect choice if you do business outside of the U.S. and Canada.

73RD EDITION
**LITERARY MARKET PLACE™**

**Volume 1**  **INDUSTRY-SPECIFIC INFORMATION**
Publishers, editorial services, agents, associations, book trade events, awards, books and magazines for the trade

**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 U.S. and Canada), ILMP gives you the chance to deliver your message specifically to people interested in the global publishing scene.

<table>
<thead>
<tr>
<th>Print Rates</th>
<th>LMP</th>
<th>International LMP</th>
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<tbody>
<tr>
<td>Company Annotation</td>
<td>$250</td>
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<td>Company Logo</td>
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<tr>
<th>Display Ads</th>
<th>LMP</th>
<th>International LMP</th>
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<tr>
<td>Full Page</td>
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<td>$1,060</td>
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<td>1/2 island</td>
<td>1,750</td>
<td>700</td>
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<tr>
<td>1/2 horizontal</td>
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<tr>
<td>1/3 island</td>
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<td>1/3 vertical</td>
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<td>1/6 horizontal</td>
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<tr>
<th>Covers/Tabbed Dividers/Inserts/Outserts*</th>
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<tbody>
<tr>
<td>Front $13,500</td>
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<td>Bound Inserts</td>
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<tr>
<td>Ride Along Outserts</td>
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<td>Tabbed Divider</td>
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<td>7,750</td>
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*All color included in rates above.

Materials deadline:

- LMP: August 17, 2012
- International LMP: June 15, 2012

For more information, call Lauri Rimler at (908) 219-0088 or (800) 409-4929 and press 1 or email her at lwrimler@infotoday.com.

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

“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
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 (908) 219-0088.

RIDE-ALONG OUTSETS:
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 (908) 219-0088.

DISPLAY ADS:

Advertise using the power of the internet with LMP online:
www.literarymarketplace.com

Banner Advertising ↓

Tile Ads ↓
Featured Listing ↓

An average of 10,000 unique visitors and nearly 90,000 page views per 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 website.

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, 200K file size, GIF, JPG, PNG, or Flash formats.
  All banners are delivered sitewide and link directly to your company website. For more information, call (908) 219-0088.

- TILE ADS:
  125x125 pixels, 200K file size, GIF, JPG, PNG, or Flash formats.
  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 (908) 219-0088.

For more information, call Lauri Rimler at 908-219-0088 or 800-409-4929 and press 1 or email her at lwrimler@infotoday.com.
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 Lauri Rimler at 908-219-0088 or 800-409-4929 and press 1 or email her at lwrimler@infotoday.com