

# LMP &

78<sup>TH</sup>  
EDITION

**literarymarketplace.com**

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

Advertise your business and services in the **2018 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 U.S. and Canada

Reserve your space soon:  
**ILMP** by May 26, 2017 | **LMP** by July 28, 2017



# LITERARY MARKET PLACE™

## Advertising, Marketing & Publicity

### Advertising Agencies

Listed here are the agencies that serve the book trade.

**Andreas Wilkins & Co.**  
1000 Wilkins Lane, Suite 100  
New York, NY 10019  
Tel: 212-691-7200  
Fax: 212-691-7201  
E-mail: [andreas@andreas.com](mailto:andreas@andreas.com)

**Bookmasters**  
1000 Wilkins Lane, Suite 100  
New York, NY 10019  
Tel: 212-691-7200  
Fax: 212-691-7201  
E-mail: [info@bookmasters.com](mailto:info@bookmasters.com)

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Fax: 212-691-7201  
E-mail: [info@bookmasters.com](mailto:info@bookmasters.com)

### MANUFACTURING MATERIALS

**4501 W. 16th St., Chicago, IL 60631, Gen. Mgr.**  
Michael Toker Tel: 773-221-7000 Fax: 773-221-2125  
300 Chestnut St., Franklin, OH 43002, Gen. Mgr.  
Tim McMane Tel: 614-326-5544 Fax: 614-326-5544  
2081  
Membership: Binding Industries Association  
International; BMA; Library Binding Industries  
Technical Association of the Pulp & Paper Industry

**The Bookbinding Bindery**  
Division of Thomson-Shore Inc.  
7300 W. Jay Rd., Dexter, MI 48130  
Tel: 734-996-9000 Fax: 734-996-1443  
E-mail: [bookbinding@thomson-shore.com](mailto:bookbinding@thomson-shore.com)  
Web Site: [www.bookbinding.com](http://www.bookbinding.com)

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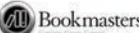
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### BOOK



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800-783-3097  
845-225-3097  
Fax: 845-225-7832

Web site: [www.bradypalmer.com](http://www.bradypalmer.com)

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**Brady Palmer Printing Co.**  
1791 Rte. 6, Carmel, NY 10512  
Tel: 845-225-3097  
Fax: 845-225-7832

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**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 175 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.

**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

Print Rates	LMP	ILMP
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 18, 2017 June 23, 2017

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

Advertise using the power of the internet with **LMP** online:  
**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 on how to submit ads on disc or electronically, go to [infotoday.com/advert/CTPAdSpecs.pdf](http://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 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 (908) 219-0088.

**DISPLAY ADS:**

**Full Page (nonbleed)**  
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**



**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 HTML5 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 HTML5 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](mailto: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](mailto:lwrimler@infotoday.com).

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Web: [infotoday.com](http://infotoday.com)

