

# Book Sample Sales Sheet

We've got the product your target audience cares about.

The {media partner name} has the most unique **hard-bound book** in {area} and we'd like to help you **put your brand** in front of readers who are **passionate about their community**.

## In a nutshell

The {book name} is a result of our online photo/social web experience called {CaptureAreaName}. {CaptureAreaName} is an online photo contest with huge ambition. Users register for free, then upload tens of thousands of photos to be voted on. Millions of votes are cast by thousands of users, with the highest-rated photos winning prizes. The result? A hard-bound, fine-art book shaped by thousands of community members. Put your brand in front of this audience as a {book name} sponsor.

## What is a book sponsor?

A book sponsor is the best way to get your brand in front of people who care about our community. As a book sponsor you are associated with the only product that the local community shaped. {book name} is poised to be one of the hottest products of the year and your brand will be front and center!

## Taking your brand viral

Because community members shaped the book via our interactive web experience, they are likely to share the book with their friends on Twitter and Facebook. For example, Facebook/Twitter referrals account for nearly 50% of new visits to {CaptureAreaName}. That means your brand reaches new people in new ways, virally.

## What do you get?

A {book name} sponsor secures a number of unique advertising opportunities. Check out the list below to see what's included. A {book name} sponsor gets:

- Your logo and link on book purchase page.
- Your logo on all ads promoting the sale of the book.
- Your logo on dust-jacket flap of book.
- Your logo on title page inside book.
- A quarter-page ad in back of book.

## A package deal

A {book name} sponsorship is a great start to a well-conceived marketing campaign. Fortunately, we're in the business of crafting complete marketing strategies for businesses like yours. Because we're excited to have you on board as a {book name} sponsor, we're packaging {media partner name} promotion with your {book name} sponsorship, and offering it together at a great value.

## A simple price

To keep sponsorship value high, and to honor the rich content provided by our users, we're limiting {book name} sponsors to eight. Spots are filling up quickly and are offered on a first-come, first-serve basis. Call your {media partner name} advertising rep today to lock in your spot!

BOOK	PRICE
SPONSORSHIP	<b>\$3,500</b>

