

Advertise with MahoganyBooks

MahoganyBooks is the fastest growing online bookstore that specializes in books written for, by or, about people of the African Diaspora. Our social media network and list of subscribers includes 20,000+ readers, book club presidents, literary industry professionals, and members of the media. Additionally, as a full-service bookstore, MahoganyBooks handles takes care of the business of selling books while you focus on writing and connecting with your readers.

Whether as a multi-channel, multi-touch marketing campaign, a stand-alone advertisement, or a mix-and-match approach, MahoganyBooks provides choice to meet your specific needs as a publisher or author.

We are also eager to work with you to customize a package that's both budget friendly and effective. Feel free to give us a call at (703) 730-3873 or email us advertise@mahoganybooks.com with your specific questions to create the exact experience you are seeking.

Promotional Book Campaigns

Literary Classic Package

This top-level advertising package is a complete multi-prong promotional campaign that creates both viral and archived exposure using the following advertising methods:

- Homepage Banner (2 weeks) Value \$200
- Run of Category Banner (2 weeks) Value \$150
- Social Media Promotion (4 posts) Value \$200
- Email Broadcast (One email) Value \$750
- Author Profile (One profile) Value \$200
- Video Review Value \$150

Package cost: \$700 (Savings of 68%)

Bestseller Package

This mid-level advertising package is a complete multi-prong promotional campaign that creates both viral and archived exposure using the following advertising methods:

- Category Banner (2 weeks) Value \$150
- Social Media Promotion (4 posts) Value \$200

- Email Broadcast (One email) Value \$750
- Author Profile (One profile) Value \$200

Package cost: \$400 (Savings of 70%)

Stand Alone Advertising Opportunities

Homepage Banner

This banner will appear as 1 of 5 other rotating banners on the most viewed section of the MahoganyBooks website.

Dimensions: 970x415 pixels

Term: 2 weeks

Rate: \$200

Homepage Featured Product Placement

Have your book placed on the most second most viewed section of MahoganyBooks.com with along with a selection of new, classic, bestselling, or autographed books.

Dimensions: XXXx500 pixels

Term: 4 weeks

Rate: \$250

Book of the Month

Includes a dedicated page featuring your book linked to from a homepage banner, as well as, a dedicated email blast, and four (4) social media posts across Twitter, Facebook, and LinkedIn.

Dimensions: 970x415 pixels

Term: 4 weeks

Rate: \$1000

Category Banner

Your banner will appear on any one (1) genre specific page selected to promote your book.

Dimensions: 728x90 pixels

Term: 2 weeks

Rate: \$150

Social Media Promotion

A social media campaign deployed followers of our Twitter, Facebook, and Pinterest accounts.

Dimensions: Facebook 1200x628 pixels; Twitter Ad 1024x512 pixels

Term: 4 posts over 2 weeks (per network)

Rate: \$200

Dedicated Email Broadcast

A one-product email delivered to a quantity you select of our highest performing subscribers.

Dimensions: 970x415 pixels

Term: One email

Rate: \$.32/name

Author Profile

Includes bio, short advertorial, book images(s), and links to those products on the MahoganyBooks online store. Additionally, profile will be blasted to our Facebook, Twitter, and LinkedIn networks once (1).

Term: Archived on blog

Rate: \$200

Video Review

Will not only be posted to the MahoganyBooks blog but also be included on the product page but will also receive one (1) social media blast on both Facebook and Twitter.

Term: Archived on blog

Rate: \$150

Note: First-time advertisers receive a 10% discount on package orders.

Requirements:

1. Art file must be submitted as a jpeg image.
2. Ingram Content Group must distribute book(s) promoted in banner ad.