



## **Advertising Information: Smexy Books 2021**

Smexy Books was founded in early 2009. We have five dedicated reviewers and one occasional reviewer that read all sub-genres of romance books. We post at least once a day (Monday-Friday). Our posts include reviews, guest posts, excerpts and giveaways.

We currently offer one ad spot that is on all pages of the site, 300x250. This is a standard ad size and viewable on all device types.

The spot is non-exclusive and will rotate with and are sold in weekly flights.

**Cost:** \$25/per week (Sunday-Saturday)

- We invoice through Paypal. If you are a publisher, you can pay by check.
- We bill in advance.
- We accept png, jpeg, or gif. Maximum file size is 100k.
- We reserve the right to edit, omit or cancel any ads we find objectionable.
- Creative materials and click through must be received 5 business days prior to the start date.
- After your ad runs, reports including clicks, impressions etc... can be sent upon request.
- Advertising has no influence on which books we choose to review or if they will be positive reviews.

Average Monthly Site Stats (January -December 2020):

Average Page Views: 30,000

Average Monthly Visitors: 7,600

Average Views Per Visit: 4

Average Impressions Per Month: 35,000

Average Click thru Rate (CTR): .14% (industry standard is .05%)