



aalbc.com

Celebrating Our Literary Legacy Since 1998

About AALBC.com

AALBC.com (African American Literature Book Club) is the largest, most frequently visited, web site dedicated to books and film by or about people of African descent. Founded in 1997, AALBC.com is a widely recognized source of author profiles, book and film reviews, book recommendations, event information, active discussions, writer resources, interviews, articles, videos, and more.

Goals:

- * Promoting the diverse spectrum of African American literature
- * Satisfying readers book buying needs
- * Serving as a resource and vehicle of expression for aspiring and established writers
- * Introducing and making literature more accessible to a broader spectrum of readers
- * Providing a forum for the exchange of constructive opinions on literature and Black culture
- * Fostering an appreciation for reading
- * Providing a platform for advertisers to reach our audience
- * Advocating for advocating for web equality (www.huria.org)
- * Assessing the reading habits of African Americans (www.powerlist.info)

Services:

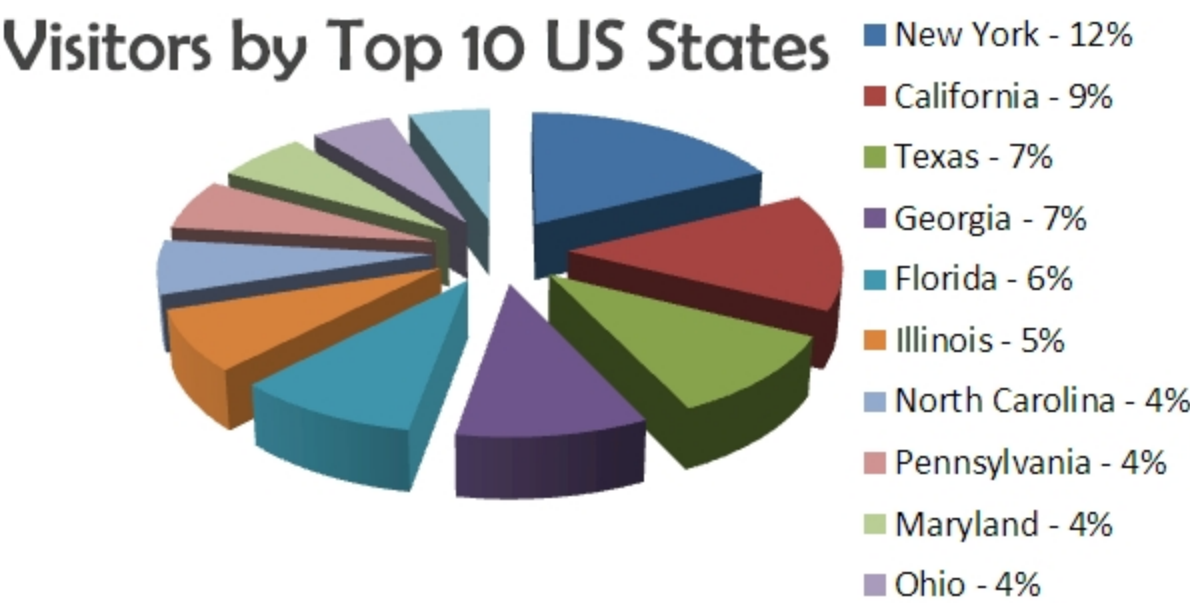
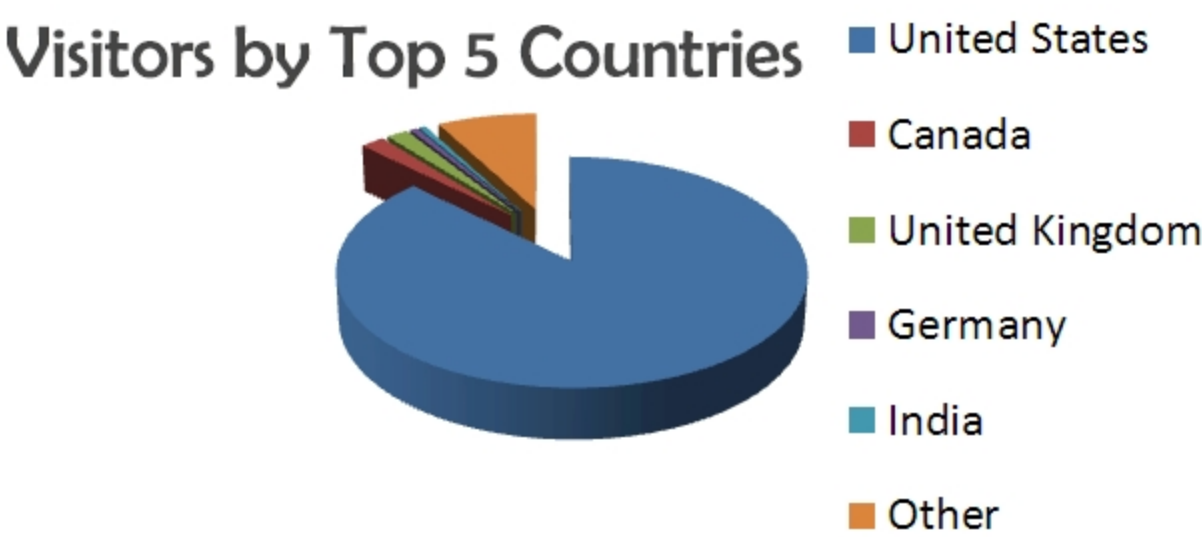
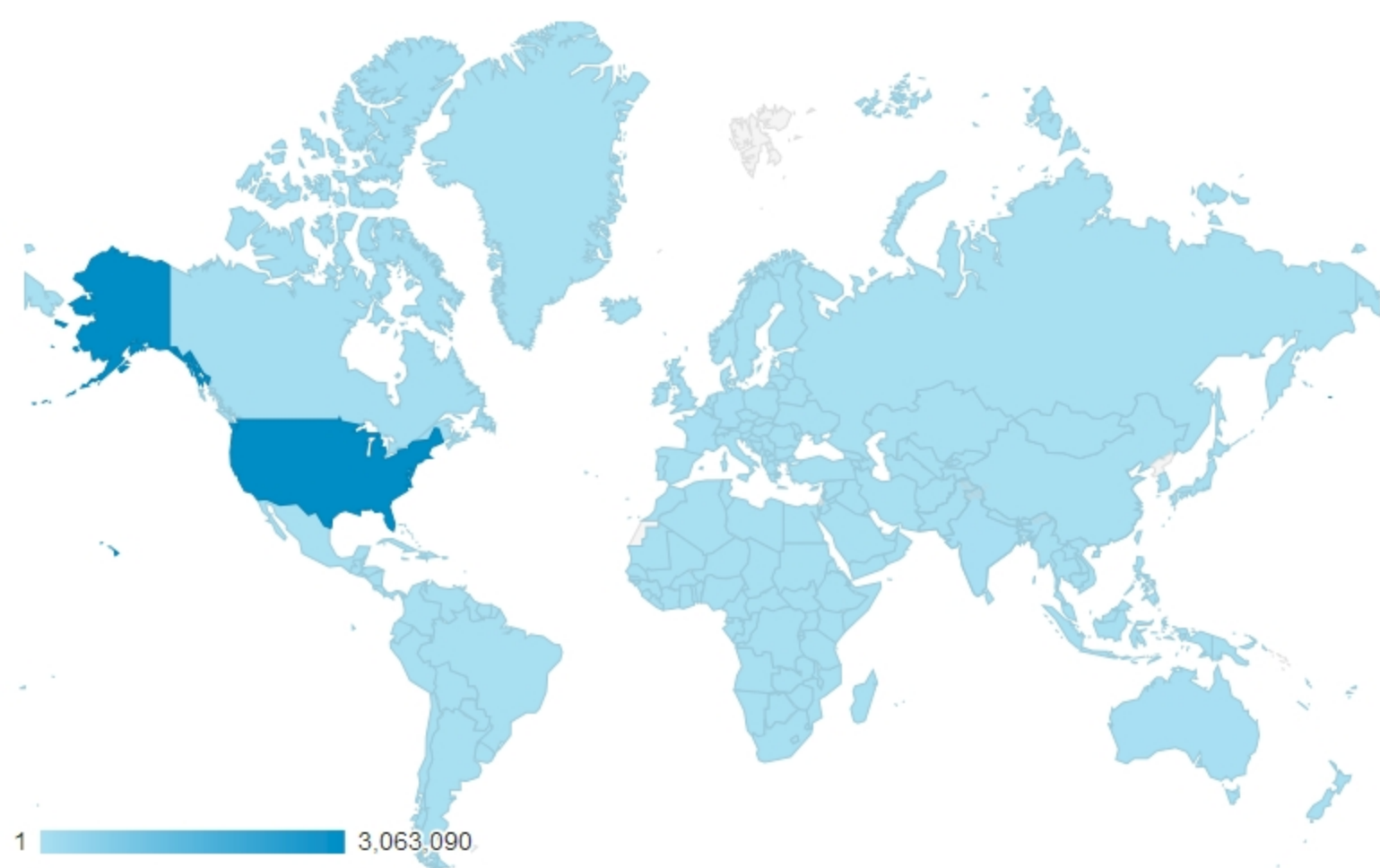
- * Author & book promotion through AALBC.com's Online Platforms
- * Book Sales
- * Book Reviews
- * Service to authors including manuscript editing (www.edit1st.com) and website consulting
- * Web Services: www.domainsforauthors.com
- * Speaking, presentations & consulting by Troy Johnson, AALBC.com's Founder and Webmaster



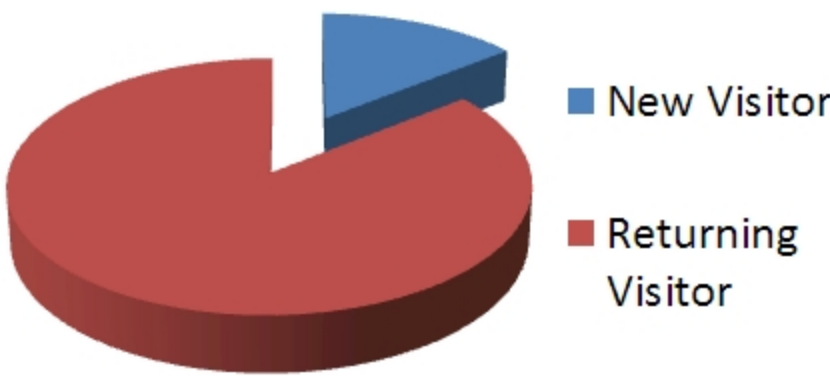
Demographics

Information based upon responses from over 15,000 eNewsletter subscribers and website statistics derived from Google Analytics.

- * Our internet-savvy visitors reside in all 50 states and 51 countries.
- * 41% own their own home, 43% rent
- * 52% are single, 30% are married, 12% divorced
- * 45% have at least one child under 18 years old in their household
- * 99% subscribers to our eNewsletter are in school or employed



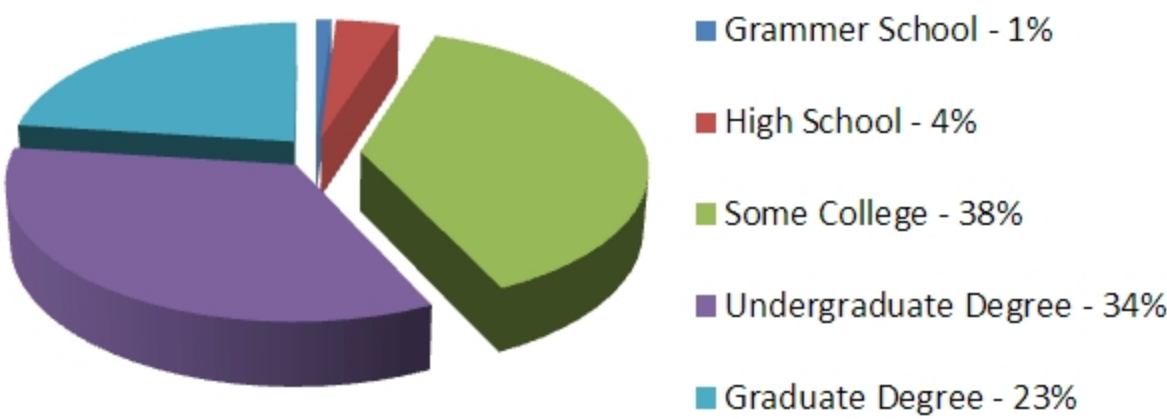
New Versus Returning Vistors



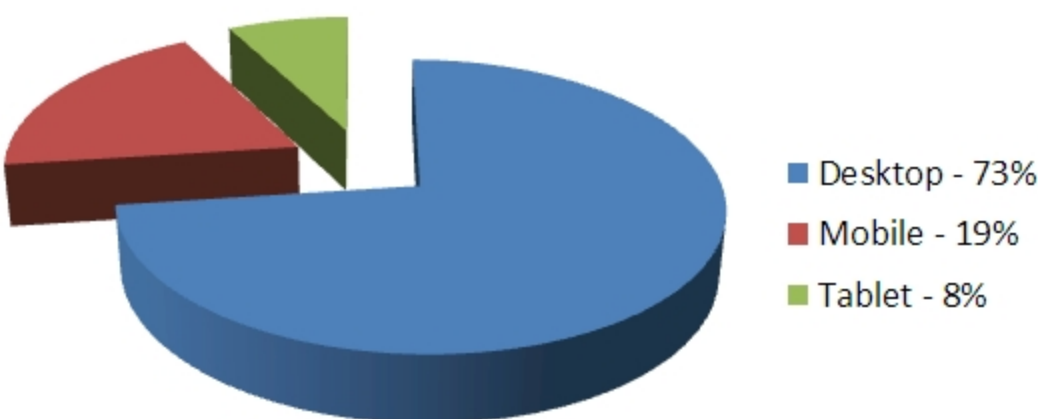
Visitor Age Distribution



Visitor Highest Education Level Attained



Visitor Mode of Access



Website Statistics

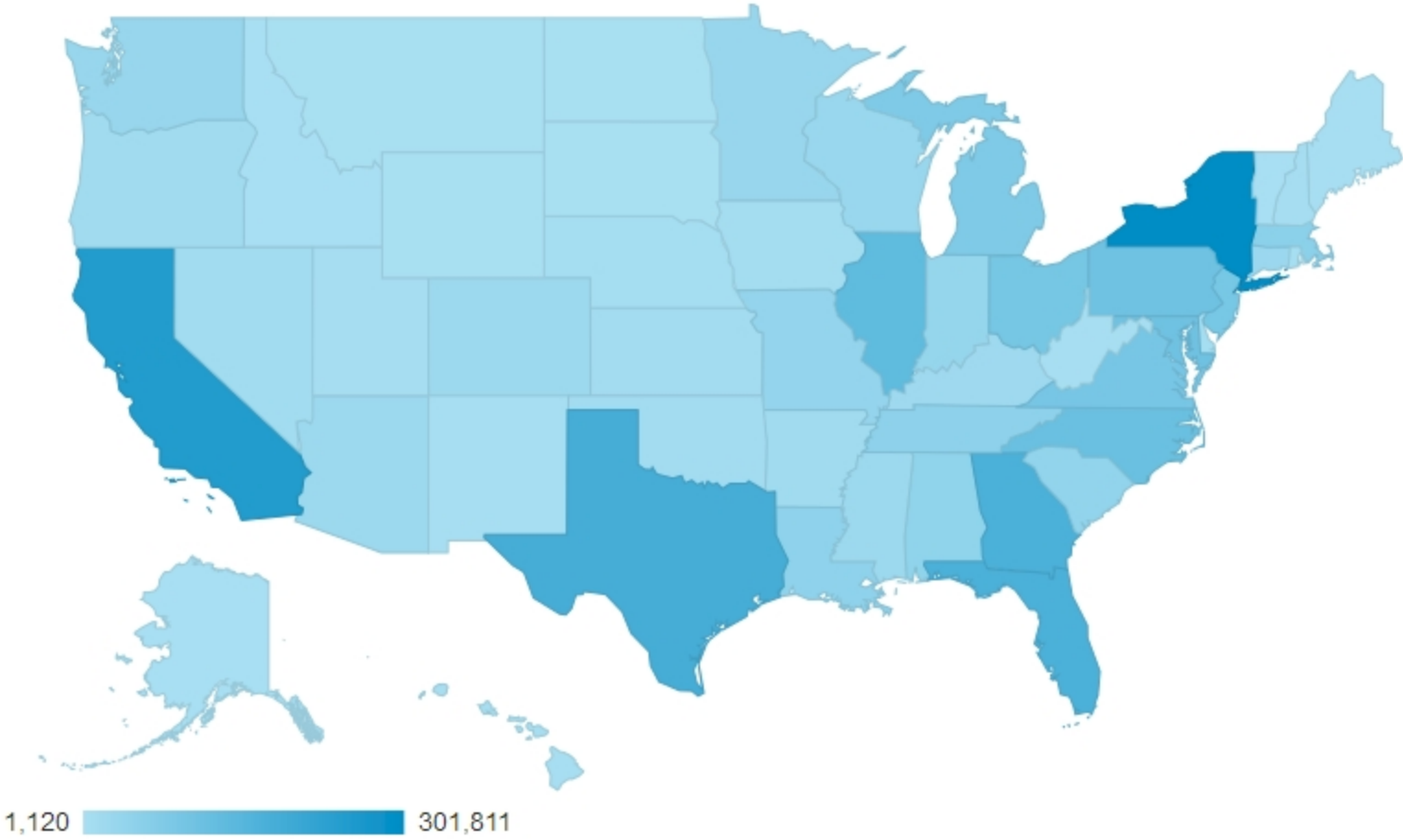
Website statistics derived from the AALBC.com's advertising server, Google Analytics, DoubleClick Ad Research and Amazon.com commisson reports (January 1, 2010 to September 10, 2013)

- ★ More than 5,632 different books sold
- ★ Average 69,000 visitors (65K unique) per month
- ★ Average 105,000 page views per month
- ★ Over 600,000 ads served per month
- ★ Overall click-through rate for banners is 0.34% (3.4 times national average)
- ★ 15,000 double opt-in eNewsletter Subscribers (many paid subscribers)
- ★ More than 1,000 authors and other notable people profiled or interviewed
- ★ 1,000's of book & film reviews, articles, interviews, events, discussion and more
- ★ More than 9,000 opinions shared on our discussion boards
- ★ Social Media:
 - 11,500 Facebook fans
 - 4,000 Twitter followers
 - 1,000,000 YouTube video views (includes views from Google's Video)
 - 500+ LinkedIn Connections,
 - Pinterest, 100's of followers
 - Participant on many of the top social media platforms

Country / Territory	Visits ?	Pages / Visit ?	Avg. Visit Duration ?
	3,076,636	1.43	00:01:06
	% of Total: 100.00% (3,076,636)	Site Avg: 1.43 (0.00%)	Site Avg: 00:01:06 (0.00%)
1. United States	2,675,376	1.45	00:01:09
2. Canada	60,437	1.30	00:00:44
3. United Kingdom	55,033	1.30	00:00:45
4. (not set)	22,082	1.29	00:00:53
5. Germany	19,415	1.25	00:00:38
6. India	16,010	1.44	00:01:08
7. France	12,783	1.22	00:00:35
8. Australia	11,962	1.21	00:00:41
9. Philippines	11,062	1.43	00:01:16
10. Trinidad and Tobago	8,062	1.29	00:01:00

	3,076,634	1.43	00:01:06
	% of Total: 100.00% (3,076,636)	Site Avg: 1.43 (0.00%)	Site Avg: 00:01:06 (0.00%)
1. google / organic	1,893,976	1.34	00:00:57
2. (direct) / (none)	343,376	1.67	00:01:30
3. yahoo / organic	216,335	1.44	00:01:05
4. bing / organic	205,168	1.48	00:01:11
5. google.com / referral	44,842	1.30	00:00:35
6. ask / organic	30,078	1.51	00:01:19
7. aol / organic	27,110	1.82	00:01:37
8. facebook.com / referral	26,839	1.53	00:01:30
9. en.wikipedia.org / referral	26,311	1.32	00:00:54
10. search / organic	25,628	1.51	00:01:30

Region	Visits ?	Pages / Visit ?
	2,675,411	1.45
	% of Total: 86.96% (3,076,680)	Site Avg: 1.43 (1.68%)
1. New York	301,811	1.53
2. California	252,079	1.40
3. Texas	182,759	1.41
4. Georgia	172,372	1.47
5. Florida	170,378	1.42
6. Illinois	134,046	1.55
7. North Carolina	115,145	1.52
8. Pennsylvania	106,447	1.41
9. Maryland	106,168	1.47
10. Ohio	93,514	1.47



Advertising Rates

AALBC.com's combination of visitor demographics, traffic, broad spectrum of supported ad types, and placement is unmatched anywhere else on the world wide web.

Supported Ad Types

- * Popular advertising banner sizes supported, 728x90, 300x250, 160x600
- * Most media types supported, jpeg, gif, flash, embedded video, text
- * Custom large book covers (250 x 375 pixels) supported
- * Newest ad formats supported, page peel, crawler, lightbox, wallpaper

Rates

Above the Fold

- * Single page, multi-page, and run of site ad banner placement available
- * Homepage only placement \$79 for 31 days
- * Run of site (almost every AALBC.com page) placement \$249 for 31 days
- * Guaranteed impressions \$6 CPM (\$6 per 1,000), 100K (\$600) minimum
- * Real-time reporting available for all CPM ad buys

Below the Fold Placement

- * Below the fold placement \$49 (homepage only)
- * Below the fold placement \$149 run of site

eNewsletter Sponsorship \$249 per issue, only one sponsor per issue

25% discount on all ad campaigns running longer than 2 consecutive months

The screenshot displays the AALBC.com website with several callouts highlighting ad placement opportunities:

- Horizontal Ad Banner on Every Page:** A banner for "INSIGNIFICANT OTHERS" is shown at the top of the page.
- Large Book Cover, Multiple Buy Buttons, Appears on Every Page:** A large book cover for "NEVER SAY NEVER" by Victoria Christopher Murray is featured on the right side.
- Advertisement Embedded in the Content of Many Pages:** A small advertisement for "lemonade" is embedded within the main content area.
- Rectangle Ad Banner on Every AALBC.com Page:** A rectangular banner for "Make a Book Just for Dad. Save 20% >" is shown at the bottom of the page.

The website header includes the AALBC.com logo, social media links, and a navigation menu with options like Home, Book Info, Authors, Film & Celebrity, Discussion, Fun Stuff, and About Us. The main content area features a profile of author Zane and a list of her books.

Testimonials

“I am a long-time admirer of Troy Johnson and the work he is doing at aalbc.com. the site that he created and continues to develop is the absolute best source available for tracking the pulse of literary Black America. No one does it better, no one.”

—W Paul Coates, Black Classic Press/ BCP Digital Printing

“When I buy advertising, I look for just the right market. With AALBC.com, I know I will find the thoughtful, eager readers we need for our books on African-American life. I don't need to look anywhere else.”

—Anne Osterman, Advertising Manager, The University of Chicago Press

“For years, AALBC.com has played a vital part in helping to promote my books, and I couldn't be more grateful. Its advertising and marketing services are truly top-notch and extremely innovative, and I look forward to working with them for every title. My experience with AALBC.com has certainly been wonderful all around!”

—Kimberla Lawson Roby, New York Times, Bestselling Author

“AALBC.com was a key marketing strategy that helped my self-published book, *Lose Weight Without Dieting or Working Out*, become a #1 Amazon Bestseller and USA Today Bestseller. I advertised on AALBC.com using video ads and banner ads to bring visibility to my book and boost sales. I was so pleased with the results from marketing on AALBC.com! I could track the success of my ads which confirmed how much they contributed to my overall book success. I will use AALBC.com for all future book launches.”

—J.J. Smith, Bestselling Author

“AALBC has been and continues to be a great supporter and promoter of literature written by African-American writers. Without the efforts AALBC so many writers of color would go unread. Thank Troy Johnson and AALBC for allowing our voices to be heard.”

—Bernice L. McFadden, Award Winning Author

Contact Information

More About AALBC.com:

<http://aalbc.com/aboutus.htm>

Social Media:

We are active on many social media platforms. Simply search for "aalbc" to find us.

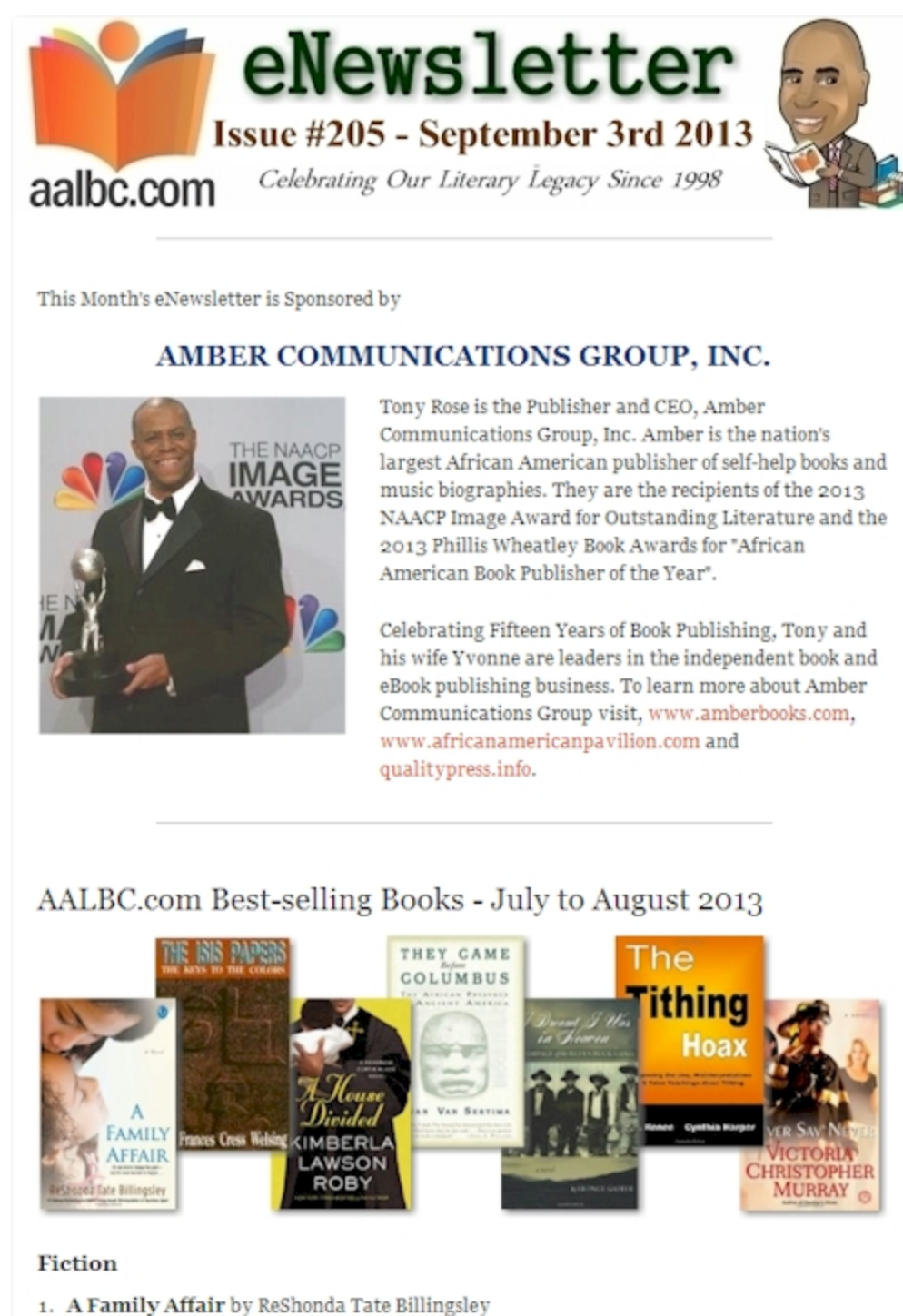
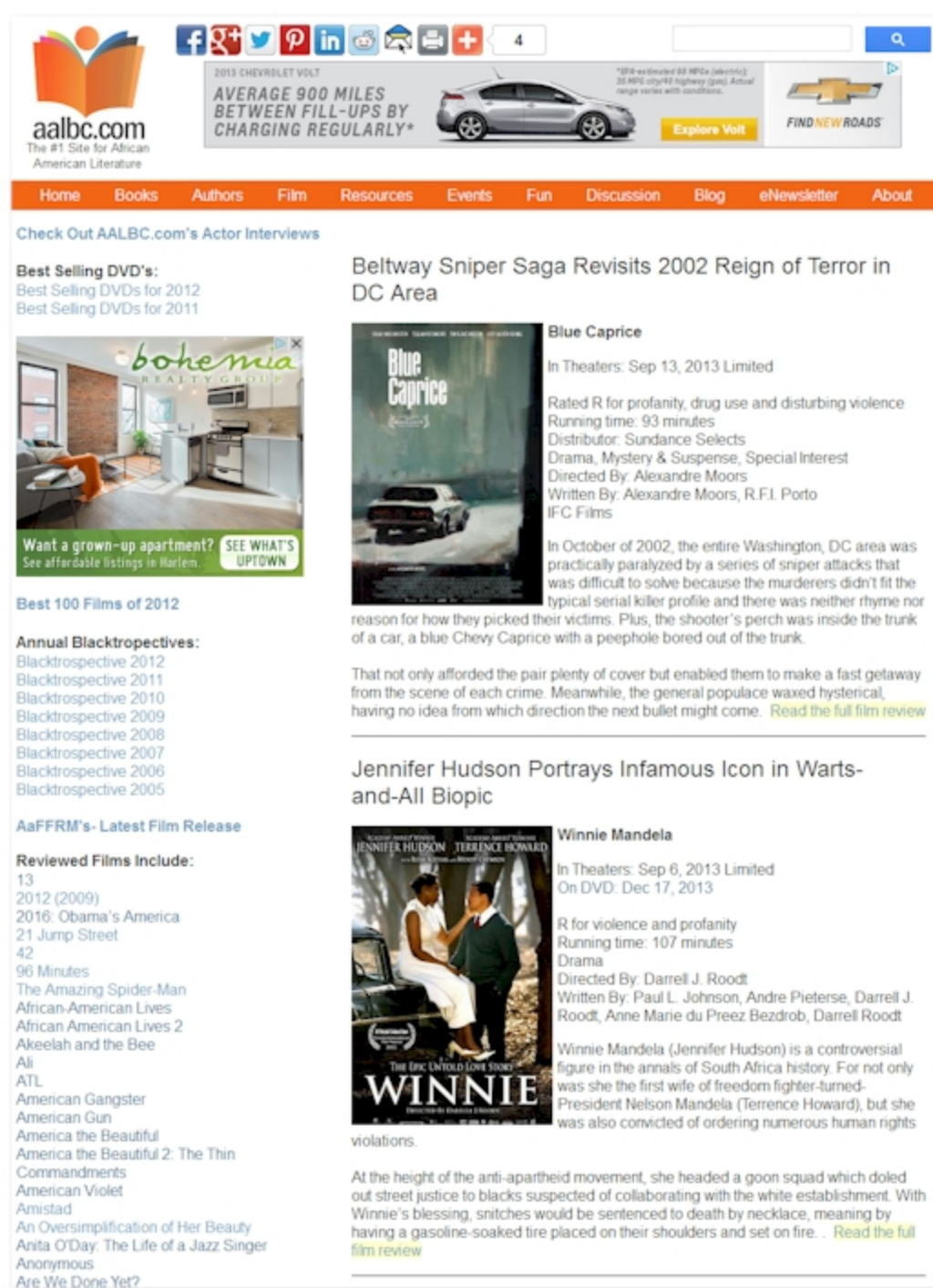
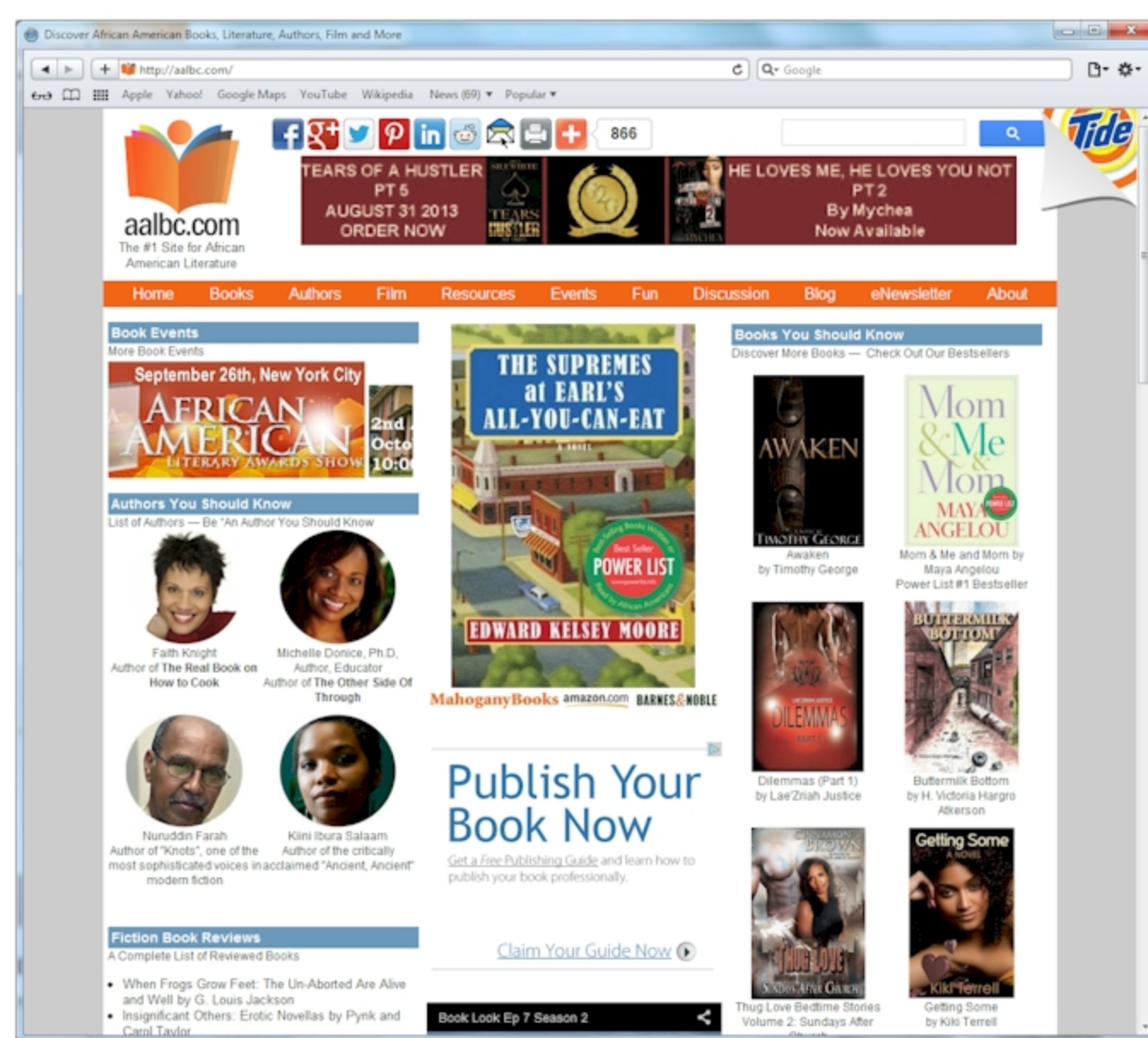
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About Troy Johnson

President, AALBC.com LLC

- BS in Electrical Engineering, Syracuse University
- MS Information Systems Engineering, Polytechnic University
- MBA from New York University's Stern School of Business
- Stanford University's Publishing on the Web Course
- 20 Years of Corporate Work Experience
- AALBC.com's Founder & Webmaster Since 1997

