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 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

Visitors by Top 5 Countries
- United States
- Canada
- United Kingdom
- Germany
- India
- Other

Visitors by Top 10 US States
- New York - 12%
- California - 9%
- Texas - 7%
- Georgia - 7%
- Florida - 6%
- Illinois - 5%
- North Carolina - 4%
- Pennsylvania - 4%
- Maryland - 4%
- Ohio - 4%

Visitor Age Distribution
- Under 18 - 1%
- 18 to 25 - 18%
- 26 to 29 - 17%
- 30 to 39 - 33%
- 40 to 49 - 21%
- 50 to 59 - 8%
- Over 60 - 2%

Visitor Highest Education Level Attained
- Grammar School - 1%
- High School - 4%
- Some College - 38%
- Undergraduate Degree - 34%
- Graduate Degree - 23%

Visitor Mode of Access
- Desktop - 73%
- Mobile - 19%
- Tablet - 8%
Website Statistics

Website statistics derived from the AALBC.com’s advertising server, Google Analytics, DoubleClick Ad Research and Amazon.com commission 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
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 rite

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

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

“Troy Johnson is a long-time admirer of Troy Johnson and the work he is doing at aalbc.com. The site 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