

PACKAGES (CATERED TO YOUR MARKETING BUDGET)

PINK ROSE (promotional package) = \$100

Authors must choose either FREE, \$.99, or \$2.99.
(For \$2.99 package, cost increases to \$150)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new eBook sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 3-8 promotional venues

YELLOW ROSE (promotional package) = \$200

Authors must choose either FREE, \$.99, or \$2.99.
(For \$2.99 package, cost increases to \$275)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 5-12 promotional venues

LAVENDER ROSE (promotional package) = \$300

Authors must choose either FREE, \$.99, or \$2.99.

(For \$2.99 package, cost increases to \$400)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new eBook sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 7-14 promotional venues

ORANGE ROSE (promotional package) = \$400

Authors must choose either FREE, \$.99, or \$2.99.

(For \$2.99 package, cost increases to \$600)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new eBook sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 15-20 promotional venues
- ❖ custom Amazon sponsored ad

RED ROSE (promotional package) = \$700

Authors must choose either FREE, \$.99, or \$2.99.

(For \$2.99 package, cost increases to \$1,000)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new eBook sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 21-28 promotional venues
- ❖ custom Amazon sponsored ad
- ❖ custom paid advertising on Facebook

WHITE ROSE (promotional package) = \$1,200

Authors must choose either FREE, \$.99, or \$2.99.

(For \$2.99 package, cost increases to \$1,600)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new eBook sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 29-34 promotional venues
- ❖ custom Amazon sponsored ad
- ❖ custom paid advertising on Facebook

BLACK ROSE (promotional package) = \$2,000

Authors must choose either FREE, \$.99, or \$2.99.

(For \$2.99 package, cost increases to \$2,500)

- ❖ eBook will be enrolled in KDP Select, expected results should include new, organic reviews, new eBook sales, and royalties earned from Kindle Unlimited Pages Read
- ❖ eBook submission to 35-42 promotional venues
- ❖ custom Amazon sponsored ad
- ❖ custom paid advertising on Facebook
- ❖ custom BookBub targeted ad

GOLD ROSE STANDARD (promotional package) = \$3,000

Total value approximately \$3,974 – *must sign up at least 30 days prior to publication date

- ❖ White Rose eBook campaign x 2 (free and \$.99)
- ❖ NetGalley listing + category spotlight
- ❖ Amazon, Facebook, and BookBub ads
- ❖ *IndieReader* professional review
- ❖ *Authors Reading* review + PenCraft Award entry
- ❖ Goodreads Giveaway
- ❖ Diamond Reach premium press release

A LA CARTE JOINT MARKETING OPPORTUNITIES

(DISCOUNTED RATES – SHARED COSTS)

PROFESSIONAL REVIEWS

- **Kirkus Indie** - \$403.75, guaranteed honest review (a savings of 5%)
- **IndieReader** - \$237.50, guaranteed honest review (a savings of 5%)
- **Sublime Book Review** - \$67.50/\$89.10, a guaranteed honest review (use **BRW10** to save 10%)
- **BlueInk Review** - \$345, guaranteed honest review (a savings of \$50 for BRW authors)
- **Authors Reading** - \$56.05, Texas reviewer, book entered in PenCraft Award (a savings of 5%)
- **Best Thrillers** - \$96.75, guaranteed honest review – mystery/thrillers – (a savings of 25%)

REAL READER REVIEWS

- **Get Readers Reviews** - \$139.65 (3), \$279.30 (6), \$465.50 (10), *IndieReader* connects you with readers who purchase the book, and leave an honest, no-holds-barred review on your Amazon page (a savings of 5%)
- **Reading Deals Reviews** - \$116.10, 10 reviews (a savings of 10%)

PRESS RELEASE DISTRIBUTION

- **Diamond Reach** - \$99.50, premium press release distribution (a savings of 50%)

MARKETING ADS

- **Amazon Marketing Ad** - \$50.00 min, sponsored ad matched or better by BRW
- **BookBub Ad** - \$100.00 min, custom optimized ad matched or better by BRW
- **Facebook Ad** - \$100.00 min, custom optimized ad matched or better by BRW
- **Google Adwords** - \$100.00 min, custom optimized ad matched or better by BRW

MEDIA PROFESSIONAL SUBSCRIPTIONS/MAILERS

- **NetGalley** - \$149.00, 2-month listing (a savings of \$250)
 - **Category Spotlights** - \$99.00, reserve a week-long spotlight on NetGalley to drive traffic
 - **Featured Placement** - \$110.00, target engagement, themed exposure in featured titles
- **Edelweiss** - \$129.00, 6-month listing (a savings of \$300)
- **Goodreads Giveaway** - \$119.00, can run for up to 30 days, give away up to 100 copies, readers can shelf your book for later
- **Ingram Advance** - \$125, magazine listing plus Indie mailer (a savings of 50%)
- **ABA Advance Program** - \$125, access distribution to bookstores (a savings of \$25)