

Smart, search-first,  
audience-focused content

Presented by Susan Ruszala, on  
behalf of Open Road Media



Open Road has built an audience of 2M+ consumers.



**EARLY BIRD BOOKS**

BOOK RECOMMENDATIONS  
AND CULTURE

**THE LINEUP**

TRUE CRIME, HORROR, CREEPY

THE **P**  RTALIST

SCI-FI AND FANTASY

**THE ARCHIVE**

LITTLE-KNOWN HISTORY

**MURDER & MAYHEM**

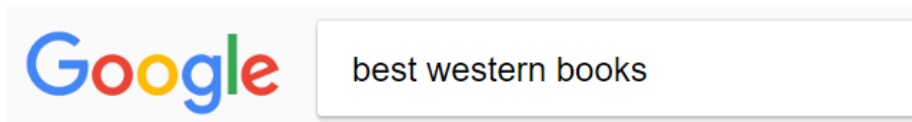
MYSTERIES & THRILLERS

A **LOVE** SO **TRUE**

ROMANCE & RELATIONSHIPS

# Why work with us?

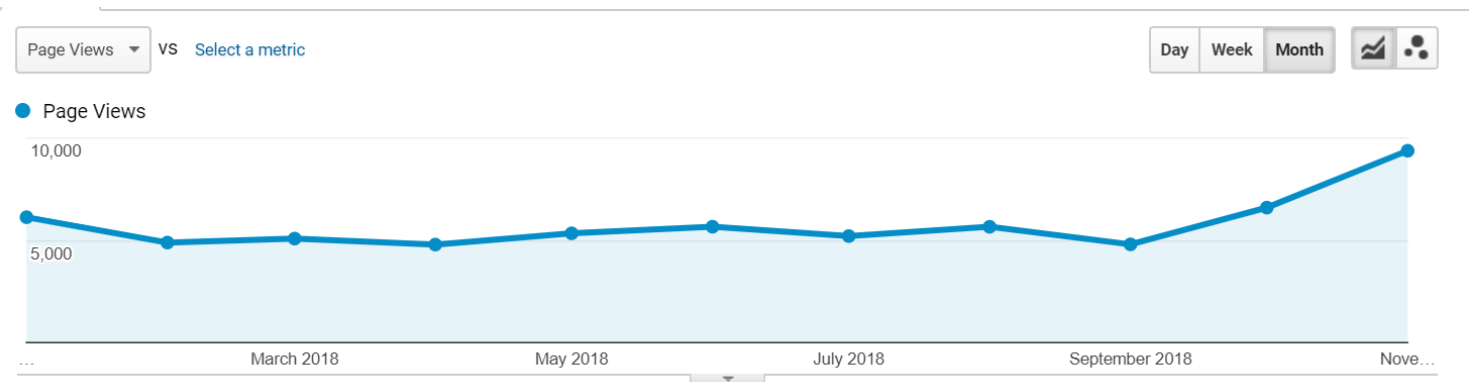
- Drive sales and traffic to online retail
- Build awareness about an upcoming/new title
- List acquisition
- Capitalize on search demand/ongoing awareness



12 Best Darn Western Books of All Time - Early Bird Books

<https://earlybirdbooks.com/12-best-western-books-time> ▼

Jul 9, 2015 - Lasso up these classic **best Western books** for your reading rodeo.



## Get to know our brands



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# What types of campaigns do we offer?

- Themed lists (1 or multiple titles)
- Featured excerpt campaigns
- Sponsored giveaways
- Display ads
- Deals promos
- Special projects
- Free monthly giveaways

[CLOSED] GIVEAWAY: Win a Beach Bag Filled with Thriller Books + More!



Promoted by Fierce Reads

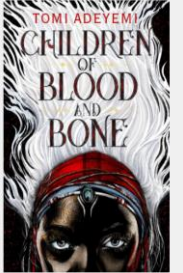
## SNEAK PEEK: *Children of Blood and Bone* Is Your Next YA Fantasy Obsession

[READ AN EXCERPT](#)

NOW WE RISE!

***Children of Blood and Bone***  
by Tomi Adeyemi

Nigerian-American debut author Tomi Adeyemi's young adult fantasy novel draws from African mythology and history. And Adeyemi's prose is so descriptive that readers are immediately immersed in Zélie's world, traveling alongside the diviner in her noble quest. The first book in the Legacy of Orisha trilogy, a movie adaptation is already in development!



[BUY ON AMAZON](#)

## BOOK RECOMMENDATIONS



## 7 Books to Read Based On Your Mood

Find the perfect read, according to how you're feeling.

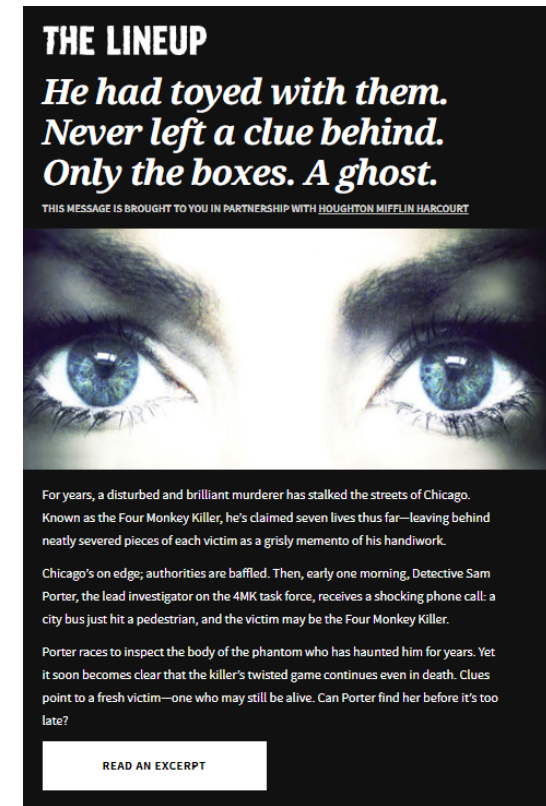
# What do campaigns include?

Always:

- SEO-optimized editorial
- Featured in weekly emails
- Social promotion
- Potential syndication to partners

Optional:

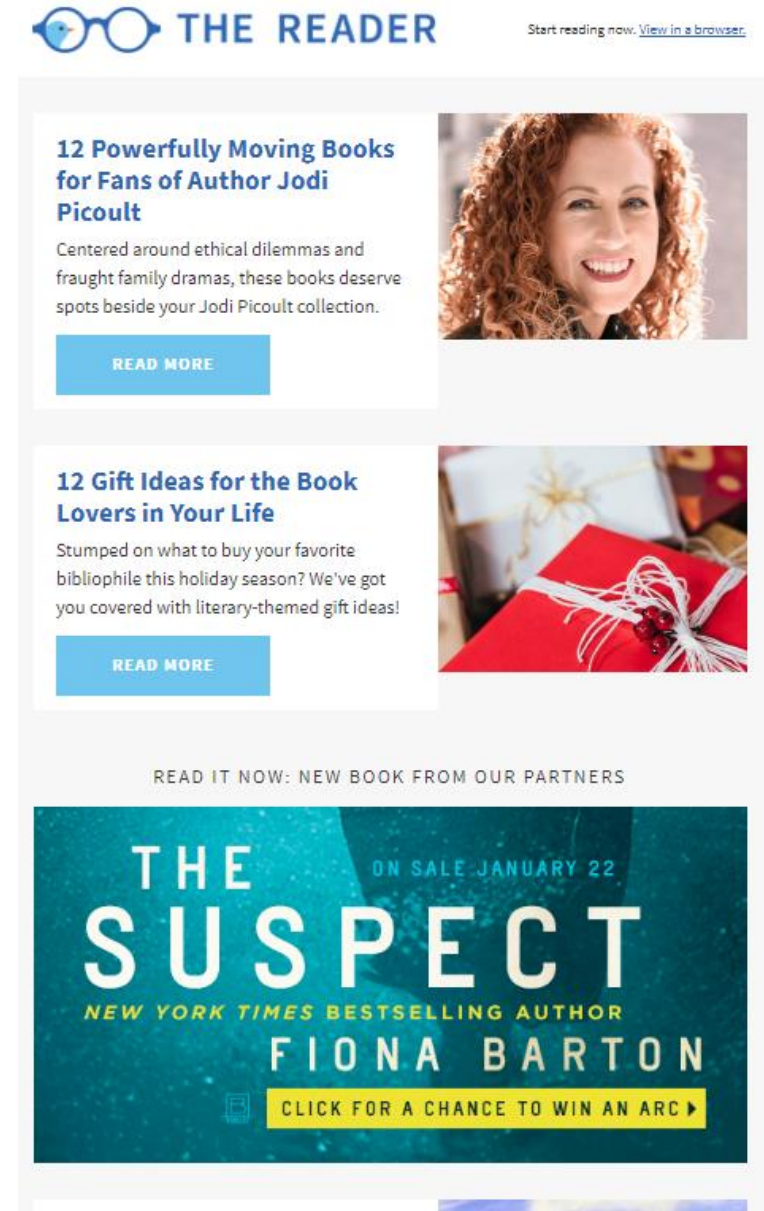
- Dedicated emails
- Display ads
- Multi-component campaigns





# Display ads are a great low-touch, low-budget way to reach readers

- The Reader (part of Early Bird Books)
- The Lineup: 155K
- The Portalist: 36K
- The Archive: 21K
- Murder & Mayhem: 15.5K
- A Love So Tru: 5.5K
- \$100-\$300 per slot, or combine with a campaign for maximum benefit!
- Volume discount available



**THE READER** Start reading now. [View in a browser.](#)

**12 Powerfully Moving Books for Fans of Author Jodi Picoult**  
Centered around ethical dilemmas and fraught family dramas, these books deserve spots beside your Jodi Picoult collection.  
[READ MORE](#)

**12 Gift Ideas for the Book Lovers in Your Life**  
Stumped on what to buy your favorite bibliophile this holiday season? We've got you covered with literary-themed gift ideas!  
[READ MORE](#)

READ IT NOW: NEW BOOK FROM OUR PARTNERS

**THE SUSPECT** ON SALE JANUARY 22  
NEW YORK TIMES BESTSELLING AUTHOR  
**FIONA BARTON**  
[CLICK FOR A CHANCE TO WIN AN ARC ►](#)

# Deals

- Daily on Early Bird Books
- Weekly on all other sites
- Additional touchpoint for a campaign
- Prime pump for a new title from author/series
- Halo effect on baseline sales post-deal
- Early Bird Books slots are \$300
- \$75-\$150 per slot on other sites
- Volume discounts available

## THE ARCHIVE

U.S. HISTORY

### Blind Ambition


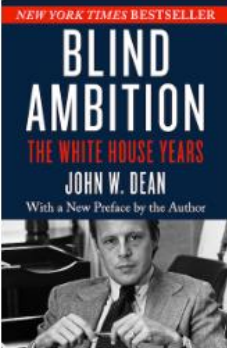
By John W. Dean

**\$1.99**  
ORIGINALLY \$17.99

A six-month *New York Times* bestseller

This memoir by Nixon's White House counsel is "not only the best Watergate book, but a very good book indeed" (*Sunday Times*).  
"By the time you have finished, you are convinced that no previous book about the scandal—not even those by Bob Woodward and Carl Bernstein—has begun to tell the inside story as this one does." —*New York Times*

[Amazon](#) [Google](#)



NONFICTION

### Inside the Dream Palace

By Sherill Tippins

**\$1.99**  
ORIGINALLY \$9.99

Winner of the National Award for Arts Writing

"An inspired investigation into the utopian spirit of the Chelsea Hotel"—a hotbed of artistic invention since its founding in New York City by a utopian-minded French architect in 1884 (*Elle*).

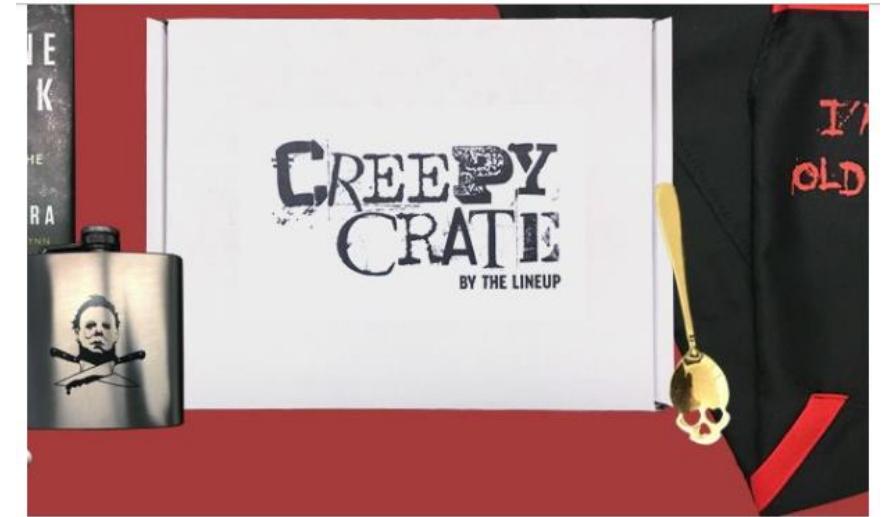


## Creepy Crate: unique and effective

You provide: 450-500 copies of a new or forthcoming book in our warehouse

You get: 6 weeks of organic and paid coverage

Ask to nominate for 2019!



UNBOXING: Our Latest Creepy Crate Is Packed with Killer Goods for Your Home and Kitchen [SOLD OUT]



## The Murder Chronicles: something new!



You provide: 20 copies of a new or forthcoming book for new subscribers

You get:

- 1 dedicated email featuring your book
- 1 display ad
- Social promotion throughout campaign
- Book jacket featured in The Murder Chronicles display ads and promotional email
- Influencer campaign/unboxing coverage to YouTube channels and dedicated mystery sites

# What do I do next?

- Email [sruszala@openroadmedia.com](mailto:sruszala@openroadmedia.com)
- We'll prepare a custom pitch/proposal based on our [media kit](#)
- For Deals, use this nomination form:  
<https://openroad.typeform.com/to/iqqvqa>
- Thanks!