

# ★ IndieReader

The essential consumer guide to self-published books and the people who write them.


## Weekly/Monthly Opps

### ★ IndieReader

The essential consumer guide to self-published books and the people who write them.

HOME FEATURES COLUMNS AUTHORS BOOK REVIEWS ABOUT

### Full-width Header banner (958 x 100)



**GIVING THE BIRD**  
THE INDIE AUTHOR'S GUIDE TO TWITTER  
BENJAMIN WALLACE

COVER ME | IR Staff  
**Presenting July's "Ebook Cover Design Awards"**

This cover design uses clean bright bold typography to grab the reader's attention. The book is funny too, so the confused looking bird was used to capture that feeling. Also, since Twitter can be frustrating, I wanted the bird to show that. [Read On »](#)

PAPER WEIGHTS | Keri English  
**Neighborhood Stacks: A Reflection**

I walked down West 18th Street and passed the doorway to a long defunct warehouse party that made me stop and grin. Recalling days of glitter and barrettes, pigtails and backpacks made from stuffed Elmo and Burt dolls. Glow sticks and bright hued Koosh Balls would make their way out of the pockets in our Liquid Sky jeans that we slit up the side and added two feet of fabric to make enormous bells that were simply magical on a dance floor. [Read On »](#)

NEWS | Amy Edelman  
**Indie Book Makes Cover of the NYTimes Book Review!**

The fact that Eggers happens to have "established" McSweeney's Books—responsible for publishing the title that the Times reviewer calls, "a kind of Death of a Globalized Salesman", alight with all of Arthur Miller's compassion and humanism—is casually mentioned on the inside page, as if writing and self-publishing a great book was a regular occurrence.

Which, we're here to tell you, it is. [Read On »](#)

IR COLUMN | David Gaughran  
**Penguin's New Business Model: Exploiting Writers**

The performance of Author Solutions is so poor that the press release announcing the purchase by Penguin can't even tout their own customers' success, and instead lists self-publishing stars such as "Lisa Genova, John Locke, Darcie Chan, Amanda Hocking, Bronnie Ware and E.L. James"—none of whom used Author Solutions to publish their work. [Read On »](#)

IR INTERVIEW | Loren Kleinman  
**McNally Jackson Bookstore (aka Center of Manhattan's Literary Culture)**

In a perfect world, says Beth Steidl, from McNally Jackson Books, indie authors "would succeed and receive recognition, and indie bookstores would flourish like rabbits (without the problematic overpopulation part)." [Read On »](#)

### Header banner (468 x 60)

indie [in-dee] *Informal* : 1. a book that an author has paid, in full or in part, to produce.

#### LATEST REVIEWS

### Daily Sponsor



**THE OXBURY PROPOSAL**  
★★★★★  
Jason Park, alias Tom Drake, has no memory. It's 2028 and he's scrambling around in Manhattan—now known as the Abandoned City—chased by men he doesn't know and for reasons he can't fathom. [Read On »](#)

#### IndieReader Daily Sponsor

##### Fade Away and Radiate



Kindle download available for free from Monday, July 23-Tuesday, July 24. The Great Recession has claimed another victim.

SEARCH IR GO

Like 28

#### IndieReaders' List Where Indies Count

The top selling indie titles—in all formats—as determined by sources including USA Today, Amazon, The New York Times and B&N.com  
[See the Top 10 Indie Books »](#)

### Sidebar banner (456 x 70)

**Large Sidebar ad (225 x 300)**

**Small Sidebar ad (225 x 150)**

### Full-width Header banner

(958 wide x 100 tall)

\$200/week or \$750/month

\* Note that with the Full-Width Header banner, it is possible that two ads will run concurrently (the ads change when the page is refreshed).

### Expanded version that shows on rollover

(958 wide x 250 tall)

\$250/week or \$950/month

\* The full-width header and the expanded header are the same ad with a different feature

### Header banner

(468 x 60)

\$150/week or \$550/month

### Sidebar banner

(456 x 70)

\$150 week or \$550/month

### Large Sidebar ad

(225 x 300)

\$175/week or \$650/month

### Small Sidebar ad

(225 x 150)

\$100/week or \$350 month

### Daily Sponsor

Cost = \$40/day

Friday – Sunday Special = \$100 (save \$20!)

Please submit you ad to [amy@indiereader.com](mailto:amy@indiereader.com). Include a link and a **RGB** image in either **.jpg** or **.gif** format, saved at **72 dpi**. Please also note that our maximum size is **50 kb**.

If you'd like us to create an ad for you, we'd be happy to do so for an additional fee of \$50.

**If you are interested in an advertising opp with IndieReader, please email me at [amy@indiereader.com](mailto:amy@indiereader.com) for questions and availability.**