

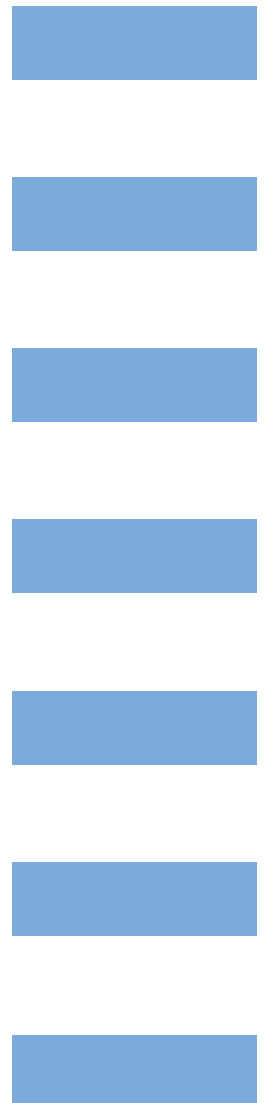
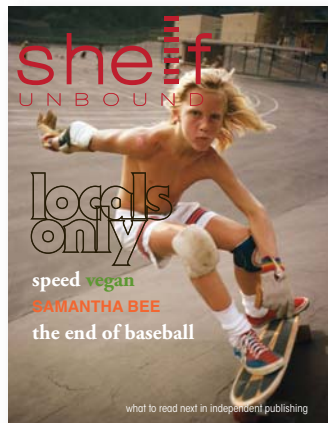
what to read next in independent publishing

www.shelfmediagroup.com

about shelf unbound

- *Shelf Unbound* distills the best of independent publishing into a digital magazine for the iPad generation.
- Read first chapters and book excerpts from the best up-and-coming fiction and nonfiction releases.
- View art and photographs from some of the most stunning art presses from around the world.
- Engage with authors through insightful interviews and essays.
- Sample cookbooks, children's books, design and how-to guides.
- Visit independent bookstores profiled across the country.
- Peruse reviews and comprehensive commentary.
- All delivered on your iPad, laptop, or computer – no paper, no waste.
- See something you like? All entries are hotlinked to Powell's Books and relevant publishers for additional information and purchase.
- We are new, and we are creating something that hasn't been done before. But we know what readers want. We are an elite staff of editors and designers from a variety of national and international magazines, book publishers, and independent presses. We are Kindle, iPad, iPhone, netbook, and Nook owners and users. We are mobile readers and browsers. And we believe in books.

check out what's on our shelf.



rate card

Full color digital	1x	3x	6x	12x
1 page	\$5,000	\$4,800	\$4,600	\$4,200
½ page	\$2,600	\$2,500	\$2,400	\$2,200
¼ page	\$1,500	\$1,400	\$1,300	\$1,200
*Self-published marketplace	\$500	\$475	\$450	\$425
Website ads:				
Top horizontal banner 980 x 70	N/A	\$5,000	\$10,000	\$18,000
Vertical Skyscraper 120 x 600	N/A	\$5,000	\$10,000	\$18,000

*For self-published books only. Listings include thumbnail image of book cover, publisher hotlink, and 100-word summary.

Premium Placement

Special position rates available. Please contact your ad sales rep.

Rates

Contract holders will be given reasonable notice of any increase in rates and will have the opportunity to cancel contracts at the time the rate change becomes effective. First-time advertisers are required to pay at the time of the initial order. Other accounts are payable within 30 days of invoice. Non-U.S. advertisers are required to pay in U.S. currency at the time of the initial order.

mechanical specifications

Space	Size	Resolution
1 page	8.375 x 10.75	300 dpi or greater
½ page	4.1875 x 10.75	300 dpi or greater
¼ page	4.1875 x 5.375	300 dpi or greater

Ad materials submission guidelines

Advertisements should be submitted as a high-resolution pdf/x-1a file with Type 1 postscript fonts embedded, graphics of 300 dpi, and CMYK color system only. Advertisements submitted in other formats may be assessed an additional processing charge.

Sending materials

E-mail materials to art@shelfmediagroup.com. Subject line should include name of advertiser and scheduled issue. Submissions via FTP also available, contact your ad rep for details.

Contract Liability

All advertising subject to the publisher's approval. The publisher reserves the right to reject advertising. Advertisers assume liability for all printed advertising content, including text, illustrations, and images, and also assume liability for any claims against the publisher resulting from that content. Cancellations are not accepted after the closing dates for space reservations. All cancellations must be confirmed in writing.

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	Close	Materials	Publication
September	Aug 1	Aug 8	SoCal Skateboarding Baseball Vegetarian Cooking Samantha Bee
October	Sept 1	Sept 8	Celebrity and Identity On Boxing Pam Grier Lomography
November	Oct 1	Oct 8	Green Design Migration Bakeries Portland
December	Nov 1	Nov 8	Gift Books Spike Lee Science Fiction After Katrina
January 2011	Dec 1	Dec 8	Best Fiction of 2010 Barefoot Running Politics as Usual Charcuterie

Advance praise for *Shelf Unbound*

"It's not just books that are going digital—so are magazines about books. Shelf Unbound, a new publication set to launch in September in a digital-only format through the Zinio magazine platform for computer, iPad and other iOS devices, will cover small press books, authors, presses and trends, bringing the rich world of small, independent and university presses—many of which are only now making their books available digitally—to tech savvy readers.

Margaret Brown, the founder and publisher of Shelf Unbound, told PW that "The idea for Shelf Unbound was the convergence of a few things: my lifelong love of and career in magazines, an awareness of the breadth and depth and quality of books that do not make it onto the shelf of the big chain stores, and the delightful discovery of how mind-blowingly beautiful and exciting magazines are on the iPad." Sample pages shown to PW are indeed richly designed and take advantage of the iPad's beautiful display." —**Craig Morgan Teicher, Publishers Weekly**

"I always get excited about new media and Shelf Media Group is announcing the September 1st launch of their new magazine, appropriately named Shelf Unbound, which will be a digital-only magazine available monthly that will feature small press, university press, and self-published books. Personally, I'm a big fan of any kind of media that features and gives voice to the "little person" — the self-published author, students, and otherwise. ...

I'm familiar with that joy of browsing the book and magazine shelves, soaking in the diversity that's out there in the literary world, and even though nothing can quite replace the physical experience of browsing a bookstore, I'm intrigued to experiment with a portal to this experience via Shelf Unbound on my iPad. —**www.nakedipad.com**

"We've already seen how quickly many of the heavyweight newspaper, book and magazine publishers are taking to the iPad and releasing their apps, but the newly announced Shelf Unbound magazine is something a little different, being a digital-only monthly magazine featuring the best of small press, university press, and self-published books." —**iPadforums.net**