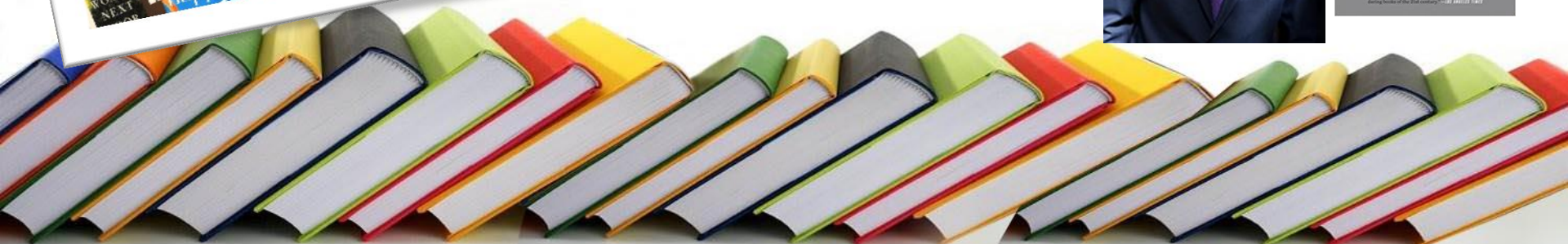
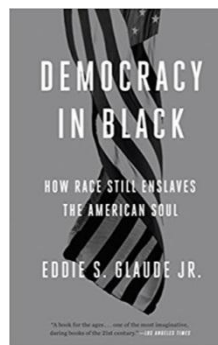
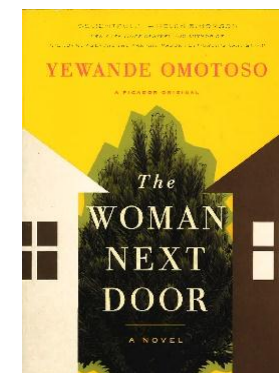
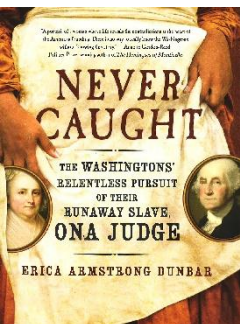
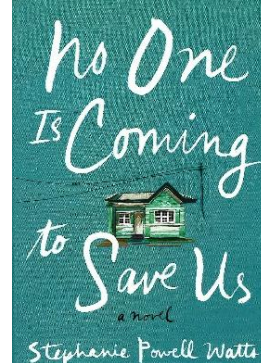


CHANNEL

[www.qbrbookreview.com](http://www.qbrbookreview.com)

*We Deliver Your Book.*

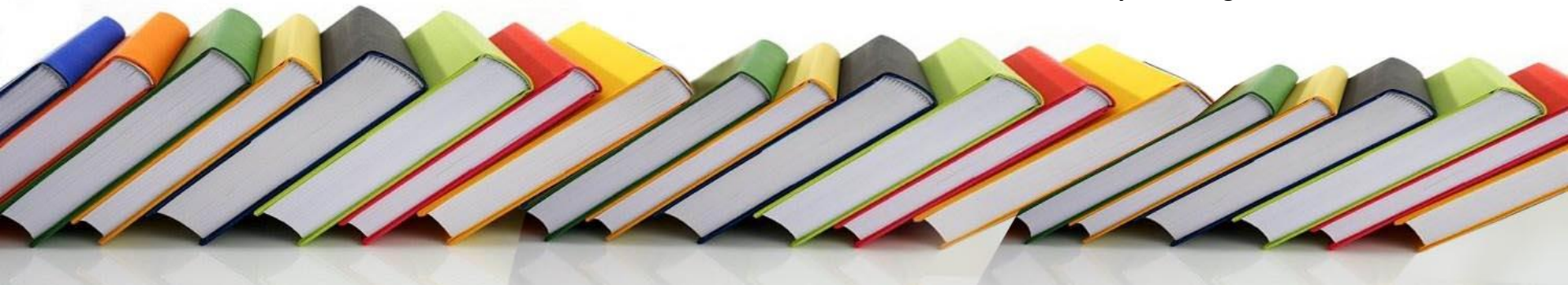


## **QBR, Harlem Book Fair & The VideoBook Channel**

**Good Books are Written but Bestsellers are *Made***

- QBR, the Harlem Book Fair, and now, The VideoBook Channel delivers its 20+ years of experience in audience and reader development into book and author promotions.
- The VideoBook Channel is an online author interview and book promotion program created and produced by the founder of QBR/The Black Book Review and the Harlem Book Fair.
- The VideoBook Channel uses leading digital and studio broadcast technology to introduce books and authors to a national and global marketplace.

**Kindly contact QBR for materials requirements, pricing & scheduling details, and the Harlem Book Fair Reserve Now, Pay Later Registration Form.**



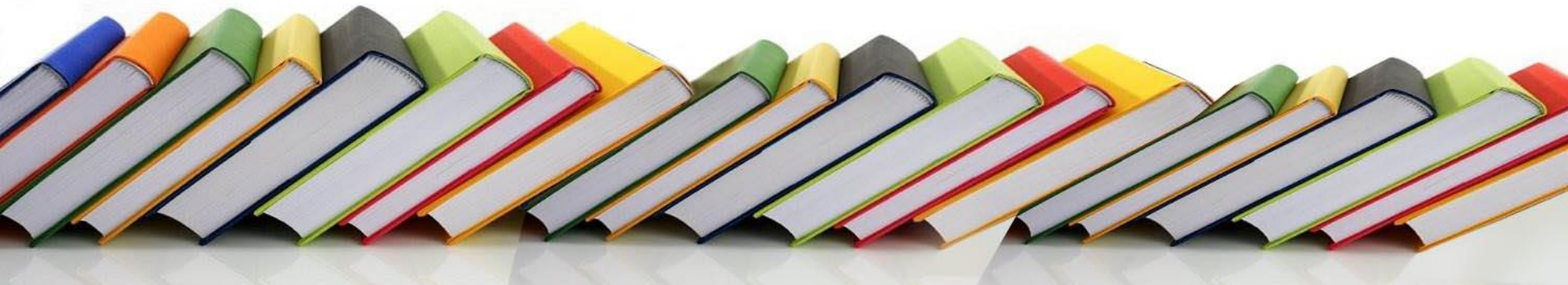


# QBR, Harlem Book Fair & the VideoBook Channel

## The Right Answers to the Right Questions

- Where does 'word-of-mouth' begin? Where do you find your readers? How do *you* reach them?
- You've exhausted your personal platform. Its time to focus on a marketing plan that reaches new and avid readers and fan-page followers.
- We have cultivated a **30,000** reader-base who rely on *QBR*, the Harlem Book Fair, and now the VideoBook Channel to introduce them to new and seasoned authors.

Kindly contact QBR for materials requirements, pricing & scheduling details, and the Harlem Book Fair Reserve Now, Pay Later Registration Form.



# We Reach and Engage Our Readers and Deliver **Proven** Social Media Metrics



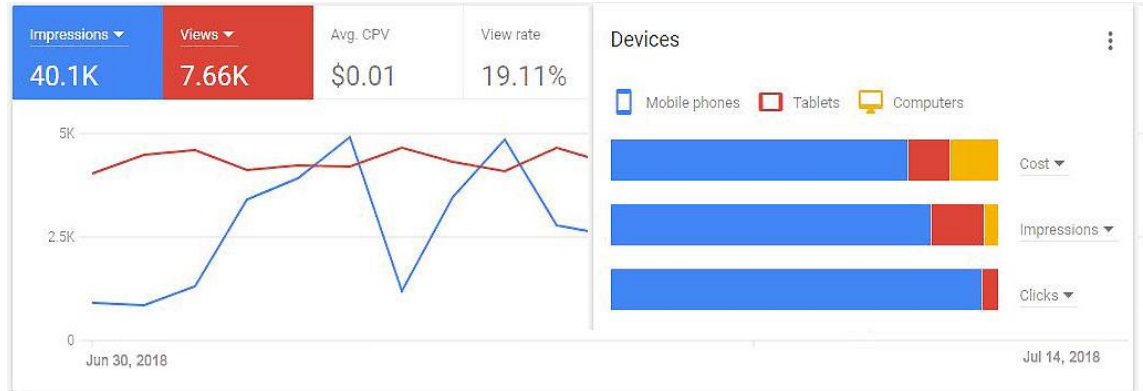
## Two-week Google Adwords Targeted Campaign

June 30 – July 14, 2018

40K Impressions 7.66k Views

Audience Viewing Time (Retention):

2:47 minutes (75%)

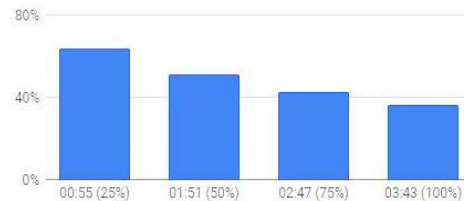


### Video

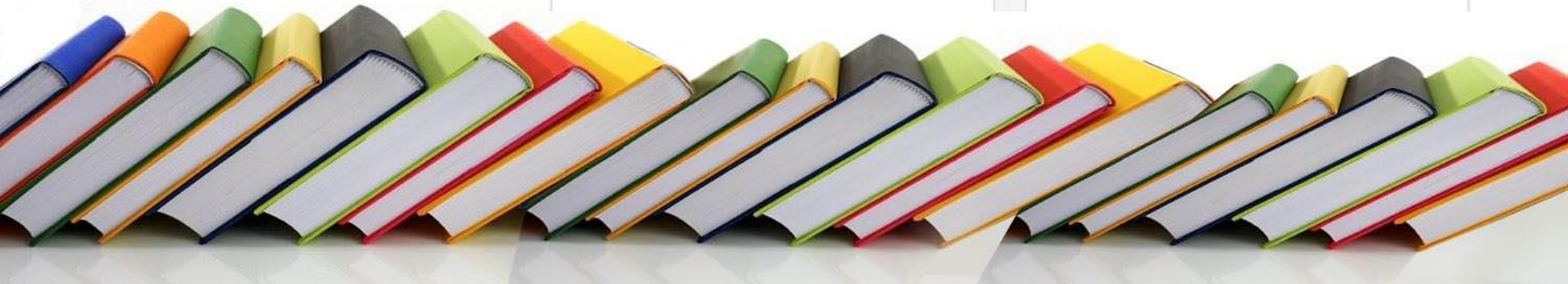
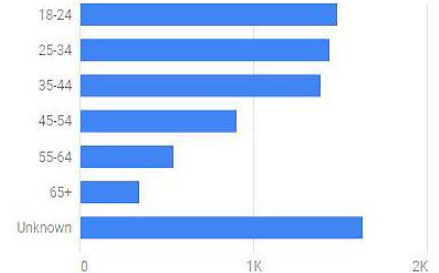


TBC Summer Reads 2018

### Audience retention



### Demographics



# Channels, Platforms & Events

Present. Participate. *Promote.*

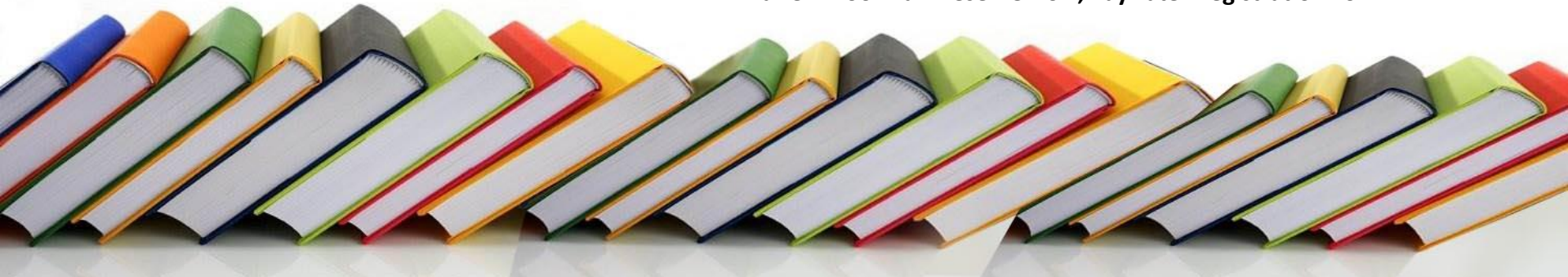
## Promotional Author Videos & Book Roundups



[Click to see our Summer Reads Roundup](#)

- One-on-One Author Interviews
- Seasonal & Thematic Book Roundups
- Fall Books
- Holiday & Gift-giving
- Winter Books
- Black History Month
- Spring Books
- Summer Reads
- Single-publisher Book Roundups
- **more...**

Kindly contact QBR for materials requirements, pricing & scheduling details, and the Harlem Book Fair Reserve Now, Pay Later Registration Form.





# Channels, Platforms & Events

Present. Participate. *Promote.*

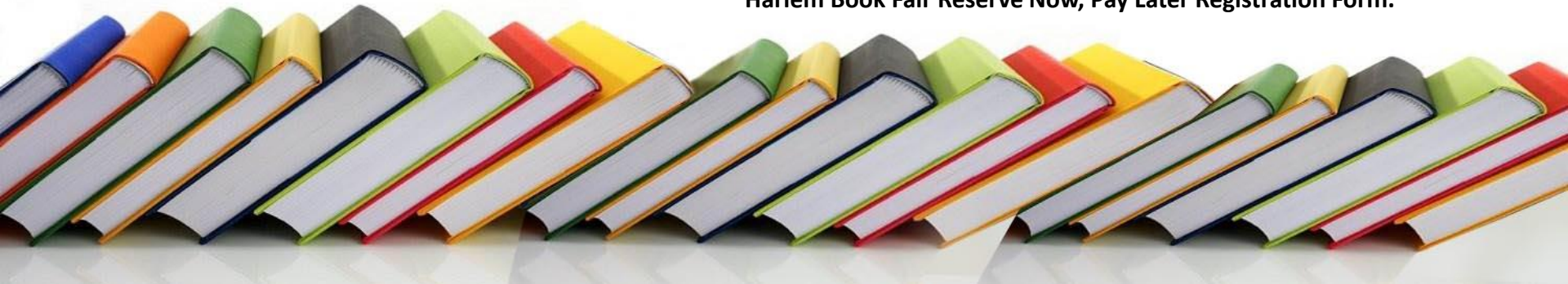
## Promotional Book Reviews, Newsletters & E-Blasts



**QBR**  
THE BLACK  
BOOK REVIEW

- 12,000+ Opt-in QBR Readers
- An additional 20,000+ Opt-in Harlem Book Fair Attendees
- Monthly newsletter
- Weekly E-Blasts
- Linked QBR Website Banner Placement
- Value-added platforms with Video Promotion
- **more...**

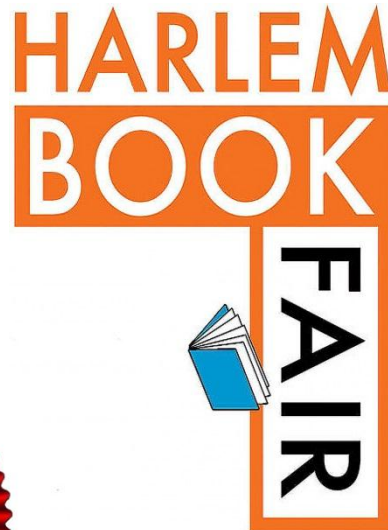
Kindly contact QBR for materials requirements, pricing & scheduling details, and the Harlem Book Fair Reserve Now, Pay Later Registration Form.



# Channels, Platforms & Events

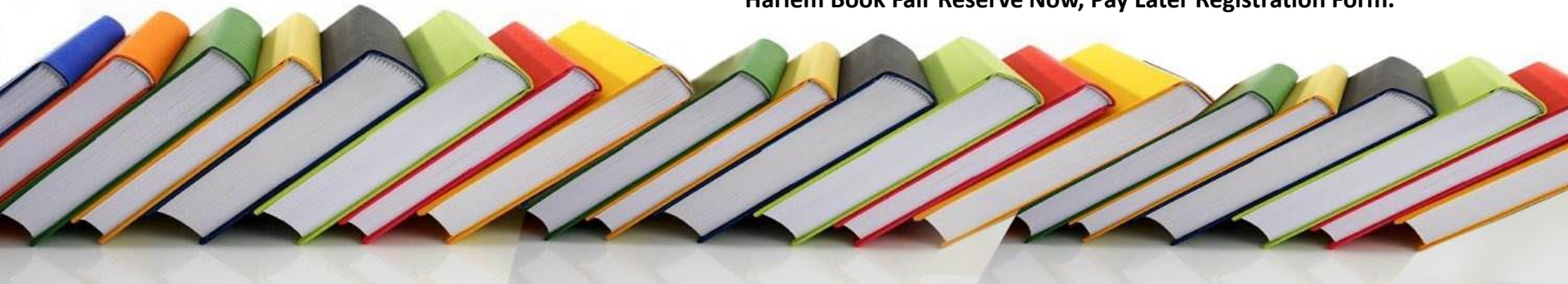
Present. Participate. *Promote.*

## Promotional Public Literary Events



- Now in our 21<sup>st</sup> Year
- America's flagship African American book festival
- Promote throughout the year; meet your audience at HBF
- New location! More Attendees!
- Discounted Participation Fee & Preferred Placement for QBR and VideoBook Channel promoters, **more...**

Kindly contact QBR for materials requirements, pricing & scheduling details, and the Harlem Book Fair Reserve Now, Pay Later Registration Form.

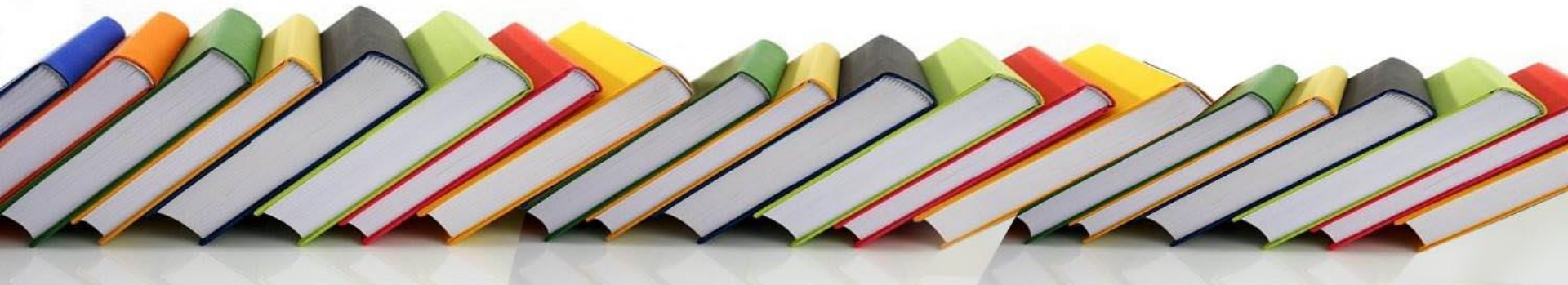


# **Channels, Platforms & Events**

**Present. Participate. *Promote.***

## **Our Promotional Platforms**

- 1. Book Reviews**
- 2. Author Video Interviews & Book Roundups**
- 3. Posting and promotion of video on QBRs YouTube Book Channel**
- 4. Featured book posting and promotion on the QBR website**
- 5. Linked banner (to Amazon book page) on QBR homepage**
- 6. Newsletter e-blast promotion to QBR and Harlem Book Fair opt-in readers**
- 7. Social media-promoted Autographed Book Give-Away Campaigns**
- 8. Targeted Google AdWords Book Campaigns**





# Online Weekly Book Give-Away Program

## A Great Book Promotion & Email Capture Program!



[Books](#) [VideoBook Channel](#) [Harlem Book Fair](#) [Newsletter](#) [Contact](#) [Book Giveaway](#)



### Enter This Week's Book Giveaway!

See this week's book giveaway here...



## Enter QBR's Weekly Book Giveaway!



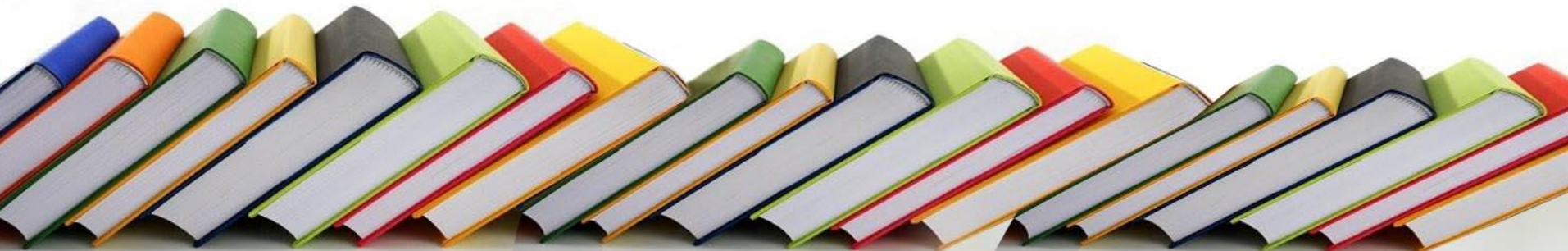
**This Week's Book GiveAway:** *Super Freak: The Life of Rick James*  
(Everything you heard was true...)

**Drawing date:** Wednesday, December 19th

QBR will select a weekly title that we believe you will enjoy adding to your reading list. We will select and contact a random winner from our weekly entries. Our book is totally free to the winner. There are no costs or incurred shipping charges.

Our book giveaway offer is open to all readers. A book will be announced in every Thursday's newsletter. It's our way of saying "Thank you" to our readers and viewers while keeping reading fun, enjoyable and satisfying. Entries for each book must be submitted no later than **Wednesday 5:00 p. m.**, weekly. **Each book offer requires a new entry. Winners will be announced weekly, on Thursdays, in the QBR**

Creates great Word-of-Mouth and delivers the QBR & HBF Reader-base to you.



# QBR, Harlem Book Fair & The VideoBook Channel

## Title Placement & Promotional Overview



BE A PART OF KYONNA BROWN'S  
"LIVE YOUR BEST LIFE!" EVENT...

*Journey on a path  
of forgiveness...*

*Blessed  
Hands*  
A PATHWAY TO  
FORGIVENESS  
BY KYONNA F. BROWN

...AT THE  
2019  
HARLEM  
BOOK FAIR!

KYONNA F. BROWN

*Blessed  
Hands*  
*A Pathway to Forgiveness*

In life we lock up the pain of our emotions. We throw away the keys and bury the hurt in a grave of unforgiveness. Then a situation occurs and the pain resurfaces. Kyonna's mission is to help women unlock their box of fears and rescue their power with Forgiveness. Kyonna's experiences ignited her passion to empower women to Reveal their fears, Release their past and Regain their confidence beyond life's trials and tribulations.

"Blessed Hands" is a real life expose' of Kyonna's experiences and is intended to give others a clear understanding that they too can be on "The Pathway to Forgiveness" and a more peaceful, productive, purposeful life.

PRE-ORDER ONLINE  
KYONNAFBROWN.COM

#THEFORGIVENESSEXPERT #FORGIVENESSNATION #FORGIVENESSFRIDAYS #BLESSEDHANDS

### QBR Weekly Book & Author Newsletter

Weekly release; Featured Book; Featured Video; Social media promotion through LinkedIn, YouTube and 10,000 opt-in QBR readers.

### QBR Homepage Header & Footer Banners

Banner with Homepage placement; 1-month duration; Linked to Amazon.com or Author website; Banner design included; Banner file provided for personal promotion

### Harlem Book Fair Home Page Promotional Placement

### Book Video or Author Interview w/ Social Media Promotion

Homepage (Featured) or QBR VideoBook Channel placement; Top of Category placement on QBR VideoBook Channel; Homepage Carousel placement

### QBR Featured Books by Genre

Homepage (Featured); Placement on QBR Genre Featured Book Page; Book summary on Author Page; Linked to Amazon.com or Author website; Homepage Carousel placement

### The Flash (Blog)

QBR Homepage placement; Newsletter placement and promotion



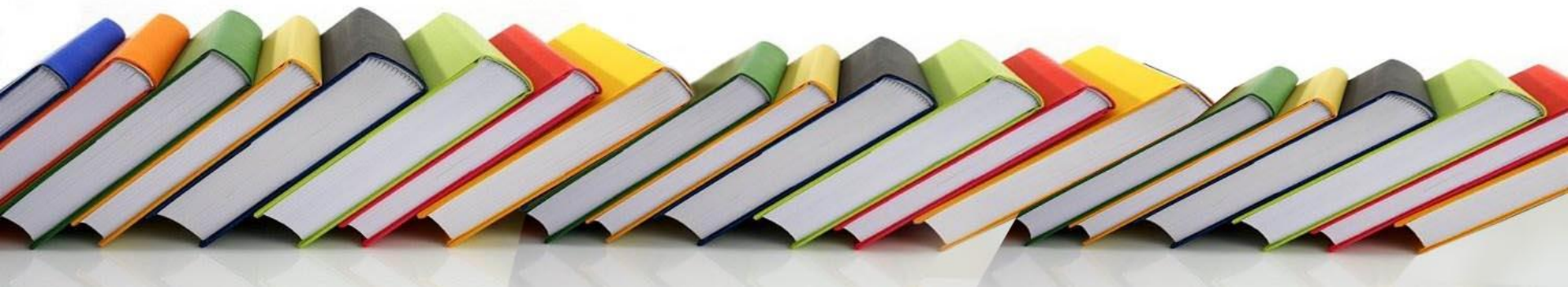


# QBR, Harlem Book Fair & The VideoBook Channel

## Author & Book Promotional Platform Programs



All programs allow authors to strategically space their selected benefits over a 3 month period, starting any time of the year. All programs charged in 1 or 3 payments. This offer is available year-round.	Basic 3 Months (any 1 title)	Intermediate 3 Months (any 1 title)	Prime 3 Months (any 1 title)
	Email <a href="mailto:advertising@QBR.com">advertising@QBR.com</a>		for details.
QBR Weekly Book & Author Newsletter	✓	✓	✓
Newsletter Footer Banner linked to your desired bookseller	✓	✓	✓
QBR Website Featured Books by Genre	✓	✓	✓
QBR Website NewsFlash (Blog)	✓	✓	✓
Linked QBR & HBF Website Homepage Footer Banner	-	✓	✓
Book Placement on QBR Homepage Carousel	-	✓	✓
Book Give Away (Promoted to All HBF & QBR Readers)	-	✓	✓
Linked QBR & HBF Website Homepage Header Banner	-	-	✓
Author Video Interview, YouTube Promotion & mp4 video link	-	-	✓





# **QBR, Harlem Book Fair & the VideoBook Channel**

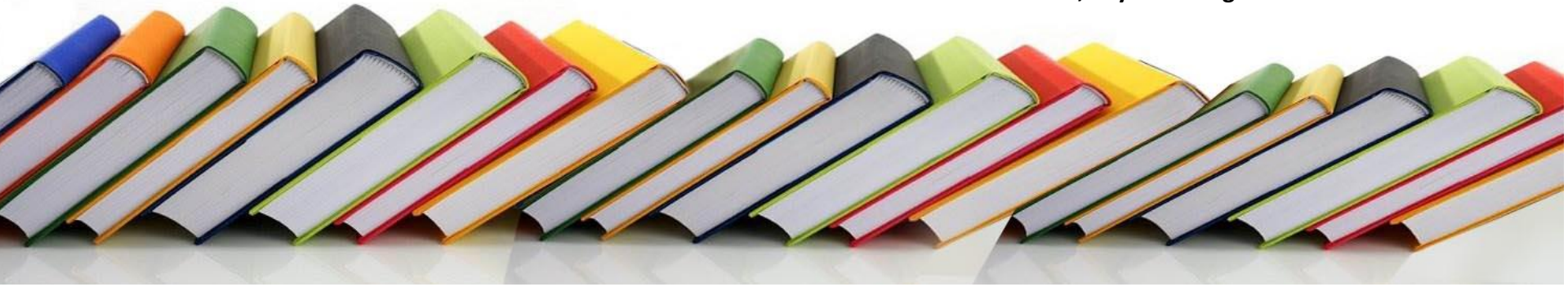
## **Scheduling (Videos, E-Blasts, Banners, more...)**

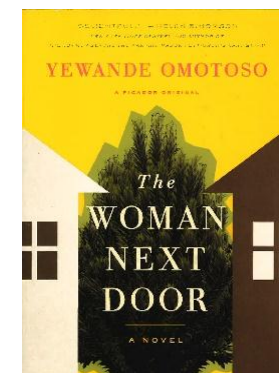
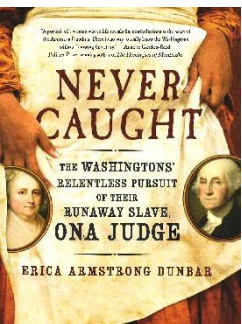
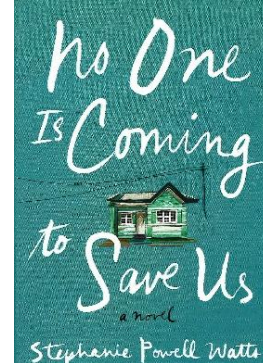
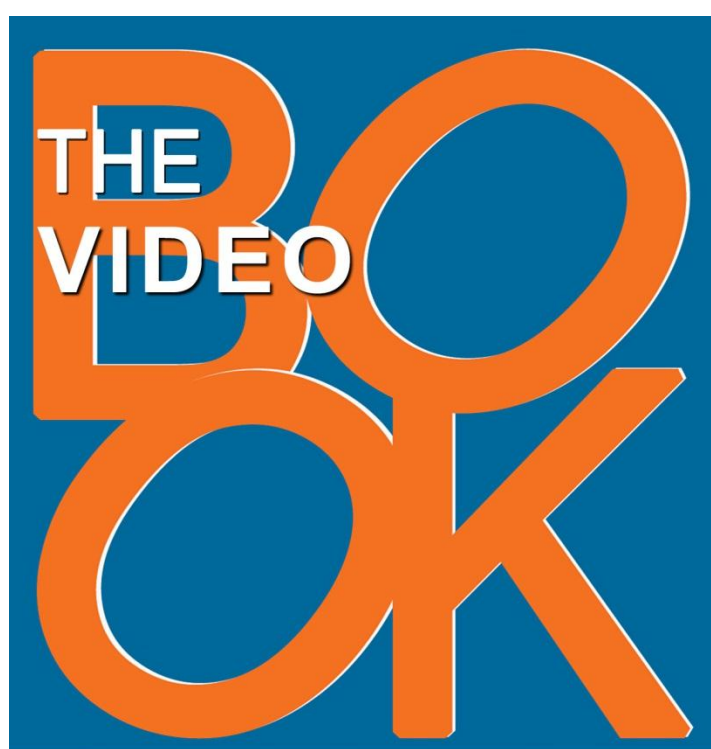
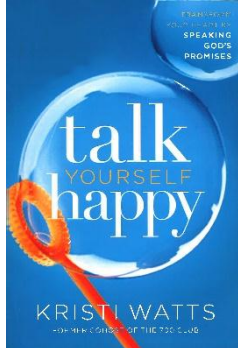
### **The Book Channel Online & QBR/The Black Book Review**

**Contact The Book Channel Online for promotional and scheduling details.**

- **Author Video Interviews** – Scheduled in 2 weeks, if book already published.
- **Book Video Roundups** – Scheduled 2 months in advance broadcast.
- **Linked Banner Ads** – Scheduled 3 weeks in advance of online posting.
- **Promotional Email Blasts** – Scheduled 3 weeks in advance of online posting.
- **Book News Newsletter** – On-going, posted weekly.

**Kindly contact QBR for materials requirements, pricing & scheduling details, and the Harlem Book Fair Reserve Now, Pay Later Registration Form.**





**Contact:**

**Max Rodriguez**

[mrod@qbr.com](mailto:mrod@qbr.com) or

[maxrod122@gmail.com](mailto:maxrod122@gmail.com)

914.231.6778

[www.qbrbookreview.com](http://www.qbrbookreview.com)

***We Deliver Your Book.***

