



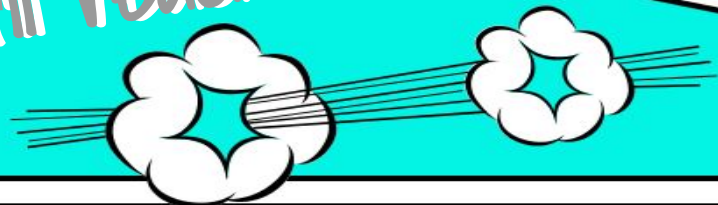
ADBIBLIO

2017

AGENDA

how we
help

who you'll reach



which
ad units

where
you'll appear

what you
learn





**HOW WE
HELP**

OUR CLIENTS INCLUDE:



PRECISION ***TARGETING***

- ★ Custom audience curation
- ★ Cutting-edge ad tech
- ★ Proprietary read-alike data

EXCEPTIONAL ***ENGAGEMENT***

- ★ Attention-grabbing creative design
- ★ Cross-platform reach
- ★ Hands-on optimization

INSIGHTFUL ***REPORTING***

- ★ Comprehensive data
- ★ Unique metrics
- ★ Actionable insights

WHO YOU'LL REACH



OPTIMAL



READERS



demographics

age, sex, occupation, HHI, education...



parallel media

authors, titles, movies, television...



interests & traits

conventions, gaming, scifi & fantasy...



lexicon keywords

words & phrases unique to your title



read-alikes

high engagement AdBiblio readers



geo-locations

regions, cities, states, zip codes...

PROXIMITY



TARGETING

Is visiting in real-time or has visited in the past 30 days:



Comic book shops



Conventions



Bookstores



Gaming stores



Movie theaters



College campuses



**WHICH AD
UNITS**

HIGH-IMPACT WEB BANNERS

"A glorious tribute to Octavia Butler's masterpiece. Extraordinary."
- JUNOT DÍAZ, Pulitzer Prize-winning author



**INSTANT
NEW YORK TIMES
BESTSELLER!**

**ABRAMS
COMICARTS**
An Imprint of ABRAMS

GET SWEEP AWAY IN THE
WICKED DECEPTIONS TRILOGY!



OUT NOW

**"JOE ABERCROMBIE
IS TERRIFIC"**

- George R.R. Martin

OUT NOW

The world's
most beloved
roleplaying game,
Dungeons & Dragons,
joins the legendary
'Ology series.



**START THE
ADVENTURE
GET YOUR COPY TODAY**

The definitive deluxe two-volume
slipcase of Ralph McQuarrie's
complete artwork for *Star Wars*.




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Disney Lucasfilm A

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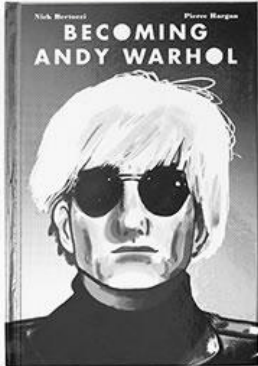
Look Inside!

SCHOLASTIC

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MOBILE & IN-APP BANNERS

A GRAPHIC NOVEL HONORING ONE OF THE MOST SIGNIFICANT ARTISTS OF THE 20TH CENTURY



BECOMING ANDY WARHOL

BEFORE ANDY WARHOL COULD DEFINE AN ERA, HE HAD TO DEFINE HIMSELF.

TAKE IT HOME WITH YOU TODAY! 

NYCC BOOTH #2228



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Get your **FREE GIFT** Rat Brain! —Terl

AmericasMart Building 2
Booth #1610

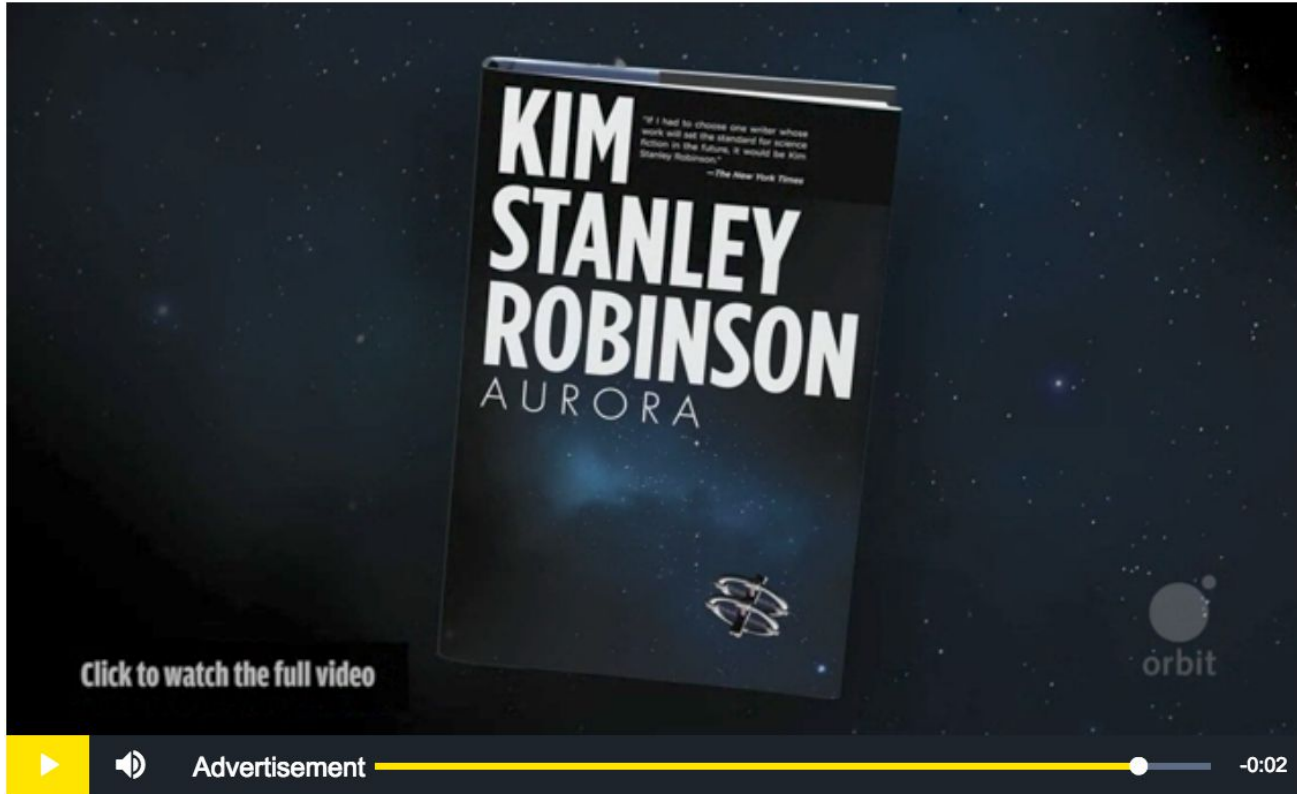


Get your **FREE GIFT** Rat Brain! —Terl

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PRE-ROLL VIDEO

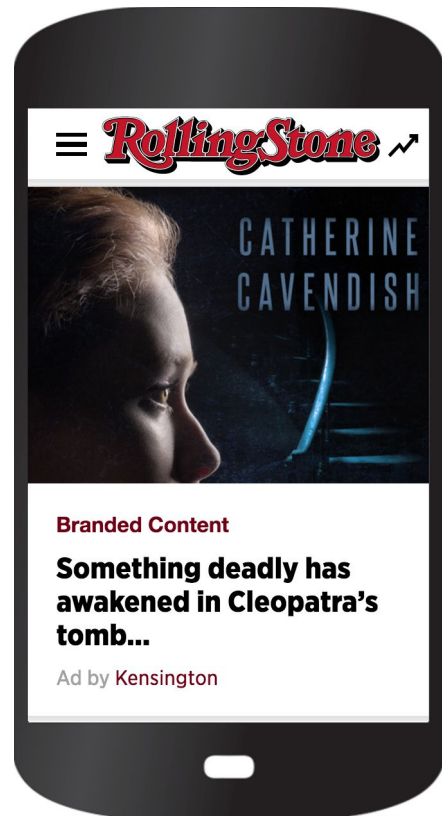


NATIVE ADVERTISING

2-4X
ctr*

viewed
52%
more frequently*

**vs traditional web banners*





**WHERE YOU'LL
APPEAR**

SITES & APPS LIKE:



SITES & APPS LIKE:



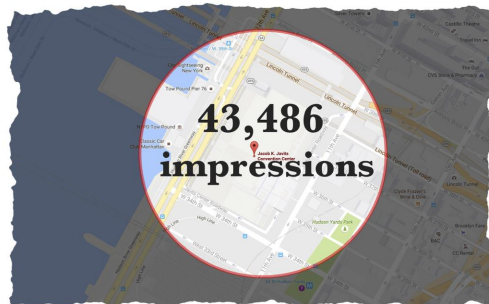
WHAT YOU'LL LEARN



AUDIENCE INSIGHTS

ABRAMS BECOMING ANDY WARHOL (COMIC CON)

AdBiblio Reader Selection



LOCATION: Adults at the Javits Center for NYC Comic Con

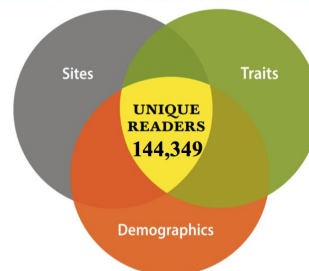
APP CATEGORIES: Entertainment; News; Lifestyle & Dating; Weather & Travel;
Gaming; Social Networking; Health & Fitness

APPS INCLUDING: USA Today, The Weather Channel, MyFitnessPal, Photobucket, MeetMe, AroundMe, New York Subway Map, Shazam, Pic Stitch, Words With Friends, Evil Apples, Manga Browser, TuneIn Radio, Map My Ride, New York City Local News, Google Play Music

AdBiblio

CANDLEWICK DUNGEONOLGY

AdBiblio Reader Selection



“190,374 total ad impressions were served to 144,349 unique readers.”

SITES INCLUDING:

nytimes.com, huffingtonpost.com, polygon.com, nerdist.com, avclub.com, belloflastsouls.net, metacritic.com, howto geek.com

DEMOGRAPHICS:

Adults ages 20+

TRAITS LIKE:

RPG enthusiasts; Fans of Dungeons & Dragons, Magic: The Gathering, Fantasy Wargames, etc; Holiday Shoppers; SciFi/Fantasy Readers

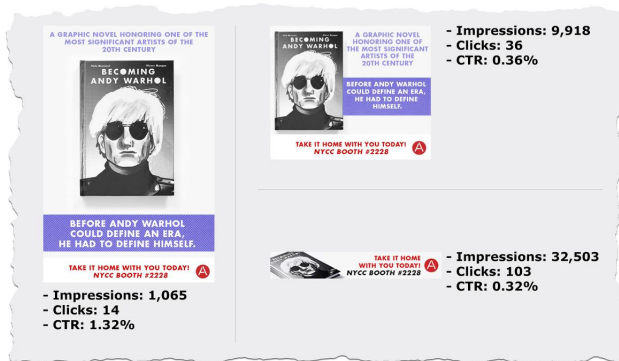
“9,289 people interacted with the ads for a median of 10 seconds.”

AdBiblio

COMPREHENSIVE DATA

ABRAMS BECOMING ANDY WARHOL (COMIC CON)

AdBiblio Complete Stats



CAMPAIGN TOTALS

Impressions	43,486
Clicks	153
CTR	0.35%

CANDLEWICK DUNGEONOLGY

AdBiblio Complete Stats

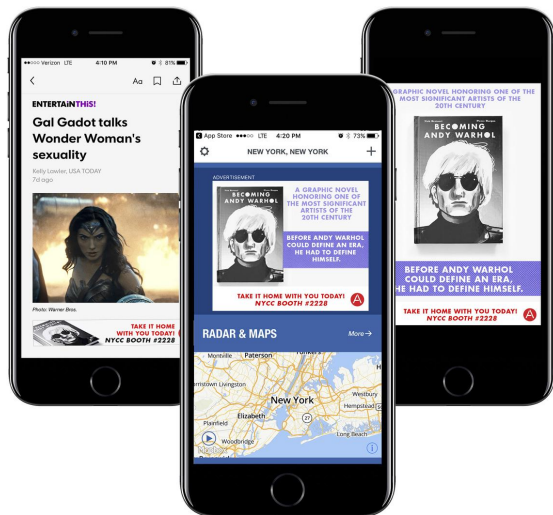
CAMPAIGN METRICS:

Impressions	190,374
Unique Impressions	144,349
Clicks	309
CTR click through rate	0.16%
Interactions hovers for at least 0.5s	14,831
IAR interaction rate	7.79%
Unique Interactions	9,289
CTR-UI click through rate of unique interactions	3.33%
MIT median interaction time	10 seconds

PREMIUM TEAR SHEET IMAGES

ABRAMS BECOMING ANDY WARHOL (COMIC CON)

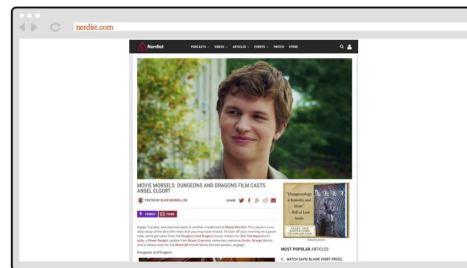
AdBiblio Tear Sheet



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CANDLEWICK DUNGEONOLGY

AdBiblio Tear Sheet



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WE'RE HERE TO HELP!

contact

marybeth@adbiblio.com



connect

adbiblio.com/blog



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