

Advertising Opportunities

ChristianBookVideos.com has become the premier site for showcasing and viewing book videos and promotional trailers. While you can always post your videos for free, there are also opportunities for you to enhance your marketing efforts.

Banner and Sidebar Ads

The headline banner ad appears in the top right corner of our website; sidebar ads appear to the left or right of the main column; and a footer banner ad appears at the bottom. You can give us the HTML code that references your artwork or just send us the jpeg (include the link). The location of sidebar ads may rotate as CBV works to keep the site looking fresh.

Featured Title Ad

These ads appear at the top of the left-hand sidebar and link directly to the book's video on ChristianBookVideos.com. They appear on every page, and the top two Featured Title slots show up "above the fold" (i.e., they can be seen without scrolling the window).

The books that perform best in this slot have a striking cover and/or a title that clearly evokes the book's theme. Historically, our tracking software confirms that the Featured Title gets half again as much traffic as the next most popular title of the week, sometimes much more.

CBV sells top-tier and second-tier placement for Featured Titles. If you want to ensure that your book is seen, buying this enhancement is recommended. The placement of Featured Titles ads without this enhancement will be determined randomly. Yes, if no one else pays for the top slot in the weeks your Featured Title ad runs, you may get the top slot after all, but there are no guarantees.

Upcoming Releases

CBV has moved the "upcoming releases" section to the top of the right-hand sidebar. These slots already get a number of hits, and are sure to get even more with this eye-level placement. In addition, we will announce the video in CBV's Facebook updates. The cost for a listing is based on how far out a book's release is; you get the most mileage if you plan ahead.

Video Reposting

We encourage you to post your videos as soon as you have them; the longer they're on our site, the more times they'll appear in searches and browses. But as the day of release draws near, it's always a good idea to bump the book back up to the front of the queue. Doing so places it in front of our fans once more, engendering top-of-mind awareness and reminding them that they might want to pick up a copy. It also serves to move your video to the front of any searches by genre or subject, which improves the odds that your video will be viewed.

If you are interested in placing any one of these advertisements, please use the insertion order on the next page. If you have other questions, please email us at advertising@ChristianBookVideos.com or call 704-995-6739.

