

CRB

The Caribbean Review of Books

About the CRB

The Caribbean Review of Books (**CRB**) is a quarterly periodical reviewing new and recent books and writing of Caribbean interest. It also features interviews with Caribbean authors; excerpts from forthcoming books; and new poetry, fiction, and essays on Caribbean literature and culture.

The **CRB** is the *only publication exclusively covering Caribbean writing*, including:

- Novels
- Poetry collections
- Biographies and memoirs
- Films and plays
- Books on history, art, culture, politics, and current affairs

The original **CRB** was published in the early 1990s by the University of the West Indies Publishers' Association in Mona, Jamaica. The revived **CRB**, published by MEP (Media & Editorial Projects Ltd), was launched in May 2004. The aim of the **CRB** is:

- To *inform* interested readers within the Caribbean and internationally of new writing with Caribbean significance
- To *stimulate interest* in Caribbean books and writing.

Some quick facts on the **CRB**:

Frequency: Quarterly (May, August, November, February). 1200 copies per issue

Editorial Board: David Dabydeen; Edwidge Danticat; Jane King; E.A. Markham; Ian McDonald; Annie Paul; Kim Robinson Walcott; Olive Senior

Editor: Nicholas Laughlin

Why Advertise in the CRB?

The **CRB** is the only publication of its kind. By advertising, you reach a targeted market of *book-buying readers* with a *specific interest* in Caribbean books and writing.

Our Readership – Your Audience

- Our *global* subscription base
- Retailers worldwide, including Amazon.com
- School and University libraries in the Caribbean, North America, and Europe
- International Book Fairs and Festivals
- International literature and Caribbean Studies conferences

Online Presence

Advertising in the print edition of the **CRB** comes with *free online exposure* through:

- Complimentary advertiser listing on the **CRB** website (caribbeanreviewofbooks.com)
- Complimentary hypertext links with book ordering information
- Featured Button (125x125) and Banner (468x60) advertising spots

Affordability

The **CRB** advertising rates are the most competitive in the business, and provide market access which is unduplicated in the industry. It is an invaluable – and cost-effective – means of marketing your products and services. We also provide special rates to individuals and small businesses wishing to advertise.

Complimentary Copies

All advertisers receive complimentary copies of the issue(s) of **CRB** in which you advertise, which you may distribute in whatever way best serves your needs.

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Rates & Specifications

| Placement | Height (ins) | Width (ins) | Rate (US\$) | Multiple Booking (US\$) |
|----------------------|--------------|-------------|-------------|-------------------------|
| Outside back cover | 7.00 | 9.25 | 700 | 600 |
| Inside front cover | 7.00 | 9.25 | 650 | 550 |
| Inside back cover | 7.00 | 9.25 | 650 | 550 |
| Full page | 9.00 | 6.25 | 600 | 500 |
| Half page vertical | 9.00 | 3.00 | 400 | 350 |
| Half page horizontal | 4.25 | 6.25 | 400 | 350 |

Ads for Individuals & Small Businesses

For individuals and small businesses on tight budgets, you can now purchase one of six slots (2.75 x 3.30 in) at **US\$99** per slot. For even greater value, we offer a *four-issue package*, giving you a *full year's worth* of advertising in **CRB**, at the unbelievable price of **US\$299**.

Online Advertisements

We offer ad spots on our website at **US\$45**/month for Banners (468x60); and **US\$35**/month for Buttons (125x125). Ads can be in JPG, GIF or Flash format, and be less than 50K.

| SPECIFICATIONS: Standard Ads (B&W) | SPECIFICATIONS: 1/6 page Ads (B&W) |
|---|---|
| <ul style="list-style-type: none">• EPS file (with all typefaces outlined); TIFF at 300dpi; <i>or</i> QuarkXPress file (including all placed images and fonts)• A match print or tear sheet <i>must</i> be provided with all digital artwork | <ul style="list-style-type: none">• 2.75 in wide x 3.30 in wide• Jpeg/gif file of book cover(s) or business logo at 300 dpi• Descriptive text (up to 50 words)• Contact/Ordering Information |

Deadlines

Deadlines for advertisement insertion orders for forthcoming issues are as follows:

- No.15: Feb 2007 **31 Dec, 2007**
- No.16: May 2008 **31 Mar, 2008**
- No.17: Aug 2008 **30 Jun, 2008**
- No.18: Nov 2008 **30 Sep, 2008**

Contact Information

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W: www.caribbeanreviewofbooks.com | Blog: antilles.blogspot.com

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Review Copy Guidelines

The Caribbean Review of Books (**CRB**) reviews new and recent books of Caribbean interest — about the Caribbean or by Caribbean authors — for an audience of general readers, including those of our valued advertisers. We are particularly interested in fiction, poetry, biography, history, politics and current affairs, arts and culture, and other general non-fiction titles. We review scholarly or academic titles only when these are likely to be of interest to non-specialist readers. We do not review textbooks or children’s books.

If you would like to submit a title for consideration to the **CRB**, please send *two* copies to:

Nicholas Laughlin, Editor

CRB: The Caribbean Review of Books (A Project of MEP: Media & Editorial Projects Ltd)

6 Prospect Avenue, Maraval, Port of Spain, Trinidad and Tobago

T: (868) 622-3821/5813/6138 | F: (868) 628-0639 | E: crb@meppublishers.com

W: www.caribbeanreviewofbooks.com | Blog: antilles.blogspot.com

We request two copies as we may also commission someone to review the title for our sister publication, *Caribbean Beat* (www.caribbean-beat.com).

Please send new or recent titles only (no more than six months old). We prefer to receive review titles in advance of publication; we are happy to read bound galleys or proofs. Each title should be accompanied by a cover sheet or letter clearly listing:

- Title & subtitle
- Author’s name
- Publisher’s name
- Full contact information
- Publication date
- Price
- Number of pages in the finished book
- A biography of the author is always helpful.

The **CRB** aims to review as many books, with as wide a range of subjects, as possible, but of course not every review title sent to us can be covered.

If you are unsure whether your title would be of interest to the **CRB**, feel free to send a query to crb@meppublishers.com, with the text “**CRB Query**” in the subject line.

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Advertising Contract

| | |
|-----------------------|------------|
| Date: | |
| Contact name: | Title: |
| Address: | |
| Telephone: | Fax: |
| E-mail: | |
| Product: | |
| Issue: | |
| Size/Style: | Unit Cost: |
| Artwork Deadlines: | |
| Notes / Instructions: | |

Conditions

1. All copy and/or print-ready artwork must be delivered within thirty (30) days of this contract, no later than the artwork deadline date, and shall be subject to approval. All artwork and placed images must be submitted via email or on CD with approved match print proof, according to the specifications outlined in this media kit. If the material is not delivered in time without prior notice, MEP has the right to produce the advertisement in whatever manner or form is considered suitable and the Advertiser will still be held liable for payment of same
2. No promise or conditions made by the Advertiser will be recognised unless written in this Agreement, authorised by MEP, and signed by both parties
3. The Advertiser is not to be relieved of his liabilities under the Agreement by reason of any change in the title, management or ownership of the advertised business
4. Full payment is to be made within thirty (30) days of the date of the invoice

Please sign below in agreement of these terms and fax to (868) 628-0639 to confirm your booking.

.....
CRB/MEP Authorising Signature

.....
Advertiser Authorising Signature