

• THE **BOOK CHANNEL** 

FOR BOOKS &
AUTHORS

ADVERTISERS
BOOKING FORM

• THE **BOOK CHANNEL** 

Information TV
1 Stephen Street
London
W1T 1AL

0845 6 525 012

www.thebookchannel.tv

enquiries@thebookchannel.tv





Advertising Your Brand

The Book Channel broadcasts a series of programmes reviewing books and talking to authors. The series covers a range of book genres including fiction, the arts, business and health.

- GUARANTEED TV COVERAGE ON SKY AND FREESAT
- PROGRAMMES STREAMED ON BOOK CHANNEL WEBSITE
- PROGRAMMES BROADCAST 3 TIMES
- ALSO STREAMED ON AUTHOR'S & PUBLISHER'S WEBSITE

The presenter will interview the author about their book, while also giving them the opportunity to read an extract from the book.

Three books will be selected for each 30 minute programme. A variety of genres will be covered, and each author will normally receive 5 – 7 minutes coverage of their book.

Promote Your Products

Advertise your business directly to customers interested in books and book publishing. This is a very niche and targeted audience interested in listening to authors and buying books.

• THE BOOK CHANNEL

Books Your Future

The Book Channel is marketed directly to an audience who is interested in buying books

The Book Channel covers a wide variety of topics appealing to a wide market

The Book Channel will direct viewers to buy the books and services during the programme.

All Book Channel programmes will be seen on TV and available online 24/7



Realizing Your Dream

Advertise on TV to a niche audience interested in buying books

Minimum of 6 advertising slots included.

Fill out the form attached to book your slots



• THE BOOK CHANNEL Booking Form

Address:

[Name]
 [Company]
 [Address]
 [Town, County Postal Code]
 [Phone]

The Book Channel
 Information TV
 1 Stephen Street
 London
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DATE: 20 March, 2009

Programme	DESCRIPTION	Name of Book	PRICE	AMOUNT
Main Programme Sponsor	Sponsor message 10 second pre-roller at start and end of each section of programme Programme shown 3 times		Call 0845 6 525 012 for latest prices and availability.	
Advert	Total of 6, 30 second adverts over 1 week Advert shown twice per programme Programme shown 3 times			
			SUBTOTAL	
			VAT @ 15%	
			TOTAL DUE	

Notes:

Advertising slots are booked on a first come basis and a cleared deposit.
 Prices exclude cost of creating advert. Please call us to discuss these costs.
 Advert creation costs start at £690.00 + vat.

Send completed forms back to sales@thebookchannel.tv

Orders subject to Terms and Conditions
 Payment 50% with order to hold slot, 50% prior to broadcast
 No refunds are provided. Adverts are for programmes broadcast during week. Adverts may not be used during other uses of material.

Order Number:	_____
Signature:	_____
Print Name:	_____

