



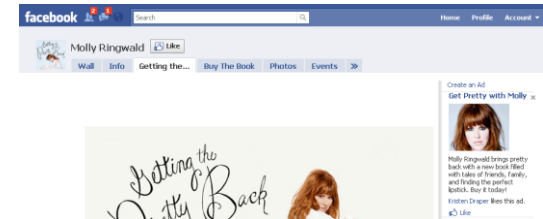
Kim Harrison's "Black Magic Sanction"
William Morrow

- Maximized targeted impressions on io9 and Gawker around release:
 - Over 3.6 million impressions
 - Over 3,100 clicks
 - CTR of .09% (over 4x industry average)
 - "Sponsored Post" blog entry on io9 provided great results
- Impressive Results:
 - All advertising generated above average CTR's – maximizing effectiveness
 - "Black Magic Sanction" debuted at #3 on New York Times Bestseller List



Jefferson Bass's "The Bone Thief"
William Morrow

- Focused on reaching core audience through CNN.com ad buy:
 - Over 2.6 million impressions
 - Over 9,100 clicks
 - CTR over .35% (over 17x industry average)
 - Ads lived across CNN's homepage and news sections with a complete takeover of the "Justice" section
- Impressive Results:
 - Amazing CTR's through strong creative and site integration
 - "The Bone Thief" debuted on New York Times Bestseller List



Molly Ringwald's "Getting the Pretty Back"
itbooks

- Leveraged targeted social media and lifestyle advertising to engage qualified audiences:
 - Over 3.5 million impressions
 - Over 1,500 clicks
 - Incredibly Low CPC (below \$.50)
 - Advertising on The Frisky and Babble.com reached high-income, trend-setting women and moms 35+
- Impressive Results:
 - Ad push was a key part of integrated online/offline marketing/press effort
 - Debuted on the Wall Street Journal's Top Biography/AutoBiography List