

The MFRW Banner Project



Please see FAQs at the end.

Who can take part?

This is a benefit for members of Marketing for Romance Writers only. You may invite your friends to join us if they want to take part.

<http://groups.yahoo.com/group/MarketingForRomanceWriters>

What is it?

We obtained a special price from The Romance Studio (TRS) for banners. We will create an animated banner that features five authors, which will run for one month at a time. We have enough banners to run nine each month from August to the end of July 2013. The reduced price will be available only through MFRW.



How does it work?

You provide a non-animated (static) banner 468x60 (NO other size). Your graphic will be placed within an animated banner with four other authors. The banner will flash each of your individual banners in rotation, giving you optimal exposure for your brand. The link from your banner on TRS will go to a special MFRW.org page, which will feature ONLY the five authors listed in that banner. The page will feature the shared banner, the cover of one of your books; buy links, and links to your social media and website. The page will be active for one month.

What do I have to provide?

You provide the banner, book cover, all book information, links, and payment.

What does it cost?

Cost is fifty cents (yes, just \$.50) for a spot on one banner. Is that a good deal? In comparison, the price for an individual banner for one month at TRS is \$15.00

How many months can I get?

Up to six months worth of ads.

How do I pay you?

Because Kayelle used her personal account with TRS to pay for these, money will go to her PayPal account. (see payment info below)

What does a shared page look like?

You can see samples by going here <http://marketingforromancewriters.org/members.htm> and then

clicking on any of the banners listed in the MFRW Author Co-op Banner Project section.

MFRW group members receive a report when all banners are placed, listing links, banners, and other details.



Where will the banner be seen?

The Romance Studio is one of the top review sites in the country and gets more than 3.5 million hits per month. More about The Romance Studio: <http://theromancestudio.com/aboutus.php>

The MFRW banners will be featured on the front pages of their three top category sites, as follows:

FOR ALL ROMANCE RATED PG13: MAINSTREAM

Your banner will run on The Romance Studio. <http://www.theromancestudio.com/>

FOR ALL ROMANCE RATED R: EROTIC

Your banner will run on TRS Blue. <http://www.theromancestudio.com/blue/>

FOR ALL ROMANCE (ANY RATING) LGBT CATEGORY: GAY

Your banner will run on TRS Rainbow. <http://www.theromancestudio.com/rainbow/>

What does MFRW get?

We get the satisfaction of helping to promote our members. Our motto is "Seek, teach, share, learn, succeed." We want to make a difference in your lives and your careers. Experience has shown us that when authors work together, everyone gains more. We want to put success within your reach.

How do I sign up?

To sign up, please email mfrwstaff-owner@yahoogroups.com (must have **-owner** in the address)

Your email subject must contain:

AUTHOR NAME, MAINSTREAM, OR EROTIC, OR GAY, AND MONTH (or ANY)

Example: "Jane Doe banner erotic November" or "Jane Doe banner erotic any month" You do not need a banner when you sign up.

WHAT ELSE TO SEND

Please fill in the blanks. Do not put anything on the line if you do not have an account. Please do not delete any lines or change the order. Please use full URLs (<http://>).

Website

Blog

Twitter

Facebook

Pinterest

Goodreads

Amazon Author Page

Book:

Tagline:

Blurb:

Buy links:

Trailer:

Attach book cover (any size)

Attach banner (size 468x60 only)

Your membership email (used on MFRW):

Email you'll pay with via PayPal (needed so we can match you to the email above). Will be used only for this purpose. (Email address will be treated in accordance with the MFRW Privacy Policy.)



INSTRUCTIONS

Please do not embed any URLs (i.e., writing Facebook and making it the link). Write out the URL in full. Use your Facebook page or profile or both. Please do not delete any lines that you do not use (for example, if you do not have a blog). You may add additional social media.

Blurb should be less than 150 words. Buy links should go directly to your book on the sites where it is for sale, i.e., not to your Amazon Author Page. Use as many buy links as you like, but write them out. Do NOT embed. We will create short links for the website so the material fits in the space allowed, or you may send short URLs yourself. We use <http://is.gd>

The Romance Studio has three websites: **Mainstream** (PG13), **Erotic** (R), **Gay**. Please indicate in the subject of your email which category best fits your book. Include your author name and the month desired. (JOAN DOE, EROTIC, SEPTEMBER) This is vital. PLEASE put your information in the subject so the messages can be filed in the appropriate folder. This is a lot of work. We volunteer to do this and do not ask for pay -- so please help by sending the information in a way we can use.



PAYMENT

Payment for one month is 50 cents. For six months \$3.00, figure other number of months accordingly. Please list as a "Gift" - otherwise PayPal takes a chunk out of the fee, and this is offered at our cost. If you are concerned about sending as a gift because you want to take this amount off your taxes, you may donate an additional amount to cover fees. PayPal's fees vary depending on amount. For 50 cents, they charge 35-38 cents, for \$1 they charge 49 cents. Pay extra as you see fit and can afford. Send to sempervians@yahoo.com Thank you! Go to <https://paypal.com>

FAQs

Can I be in more than one category? Say, erotic and mainstream?

Yes. Submit a separate email for each author name, and category so we have record of your request. Each category is filed in its own folder, so it's important to submit them separately. You may pay for them together, but please say you are doing so in an email.

Can I feature more than one book?

You may, but each must be paid for. Each shared page features five authors, with one book apiece. If you have two books you want to feature, submit separate requests. Let us know in the subject that this is for a different book, and mention it in your email as well so we don't delete it thinking it's a duplicate.

Can I change my book and/or banner?

Yes. You can change once a month. This is an investment of time, however. Best to stick with one for two or more months. You can pay for six months, and send updates.

Can I use more than one author name?

You may. Submit separate emails for each request. Put your author name in the subject of each email. Again, you may pay for them together, but please say so in an email.

What if I don't have a banner? Where can I get one?

We recommend from our Friends of Romance award winners. You may also post a request for recommendations on the group. (from Kayelle: I would be happy to make a banner for you myself via The Author's Secret. If you order from me, I will cover your entry for six months of this promo. You can click here to see prices. <http://theauthorssecret.com/prices.htm> Order the 468x60 static banner.)

How soon do you need my banner and info?

The week before your banner ad goes live. Example: if you are scheduled for December, you need to get your banner to us by November 15th. If you want April, it needs to be in by March 15th.

I have one more question...

For any question not covered here, email mfrwstaff-owner@yahogroups.com The email address must include *-owner* or it will bounce back to you.