

Video ads

Bullet Videos- A

In this Bullet Video Affaire de Coeur's personal spokesperson will have the available book or book covers displayed for each of the authors being featured; 15 seconds per book which consists of approximately 30 words (a maximum of 4 books advertised in this section). If a book or its cover is available, it will be displayed during the author's ad with the 15 second bullet.

The Bullet Videos will run on the Affaire de Coeur web site and its Myspace web site.

1 month \$75

2 months \$150

3 months \$225

Bullet Videos- B

This is similar to the Bullet Video- 1. However, the Affaire de Coeur's spokesperson will feature the author's book for 30 seconds which describes the story in approximately 65 words. If the book or book cover is available, it will be displayed during the 30-second ad. (A maximum of 4 books advertised in this section)

The videos will run on the Affaire de Coeur web site and its Myspace web site.

1 month \$125

2 months \$250

3 months \$375

Exclusive Bullet Video- A

The exclusive Bullet Video- 1 Our Affaire de Coeur's spokesperson will features the book or book cover, if it is available, for 60 seconds. A synopsis of the novel, consisting of approximately 130 words, will be used for this exclusive advertisement.

The video will be run on the Affaire de Coeur web site and its Myspace web site.

1 month \$250

2 months \$500

3 months \$750

Exclusive Bullet Video- B \$750

This is a full 90-second advertisement. If the book or book cover is available, it will be used in the video. This exclusive bullet video-2 is different from the other advertisements. The spokesperson and other models (if needed) will be used to draw the reader into the story like a movie trailer. A full-page synopsis must be available for the bullet, approximately 200 words. Sentences and phrases from the synopsis will be used in this video.

It will be run on the Affaire de Coeur web site and its Myspace web site.

1 month \$375

2 months \$750

3 months \$1125

Please add \$150 to the original cost if costumes are required.