

What is the difference between a Dedicated eBlast and a Select Send?

A **Dedicated eBlast** is great a way to get your message to our biggest list of over 60,000 book professionals! You can provide a graphic or a combination of graphics and written content that reads more like a newsletter. The single graphic option can be animated and the size for this choice should be 600px wide by 800px tall. The cost for our most comprehensive list of book professionals is just \$5,975.

With a **Select Send email**, you select one of our 30+ email lists based on genre and/or professional groupings and we will promote your title or message using a graphic you provide. The size of the graphic should be 600px wide by 800px tall. With Edelweiss, we offer robust data so you can rest assured you are targeting your desired group.

- Small list (under 10k people) - \$2000
- Medium list (just over 10k to just under 20k people) - \$3,500
- Large list (over 20k people) - \$4,500



Contact marketing@abovethetreeline.com
for 2023 or 2024 reservations.