

2008 Editorial Calendar & Marketing Opportunities

Críticas Connection*

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Publisher Mailings

Críticas Magazine Supplement



	January 15th OGA with Ariel Magnus, <i>Un chino en bicicleta</i> Best Children's Books of 2007 Adult and Children's Titles Reviews Best Sellers Lists: Fiction, Nonfiction, Audio & Video		
February 1st Spanish-language Collection Development - A Case Study Adult and Children's Titles Reviews Adult Best Sellers Lists: Audio & Video	February 15th OGA with Pura Belpré Award Winners Adult and Children's Titles Reviews Adult Best Sellers Lists: Fiction & Nonfiction		
March 1st Día de los niños/libros, Latino Books Month Adult and Children's Titles Reviews Adult Best Sellers Lists: Audio & Video	March 15th Adult and Children's Titles Reviews Adult Best Sellers Lists: Fiction & Nonfiction	March 3rd Reservations: 2/19/08 Materials due: 2/27/08	
April 1st Adult and Children's Titles Reviews Adult Best Sellers Lists: Audio & Video	April 15th OGA Adult and Children's Titles Reviews Adult Best Sellers Lists: Fiction & Nonfiction		
May 1st Adult and Children's Titles Reviews Adult Best Sellers Lists: Audio & Video	May 15th OGA Adult and Children's Titles Reviews Adult Best Sellers Lists: Fiction & Nonfiction	March 1st Reservations: 4/23/08 Materials due: 4/30/08	
	June 15th Latin American Independent Publishers Adult and Children's Titles Reviews Best Sellers Lists: Fiction, Nonfiction, Audio & Video	June 16th Reservations: 6/3/08 Materials due: 6/10/08	June 1st Reservations: 4/18/08 Materials due: 4/25/08
	July 15th OGA Adult and Children's Titles Reviews Best Sellers Lists: Fiction, Nonfiction, Audio & Video		
	August 15th OGA Adult and Children's Titles Reviews Best Sellers Lists: Fiction, Nonfiction, Audio & Video		
September 1st Adult and Children's Titles Reviews Adult Best Sellers Lists: Audio & Video	September 15th OGA Adult and Children's Titles Reviews Adult Best Sellers Lists: Fiction & Nonfiction	September 3rd Reservations: 8/18/08 Materials due: 8/25/08	
October 1st Adult and Children's Titles Reviews Adult Best Sellers Lists: Audio & Video	October 15th OGA Adult and Children's Titles Reviews Adult Best Sellers Lists: Fiction & Nonfiction	October 3rd Reservations: 9/22/08 Materials due: 9/29/08	
	November 15th Book Industry Study Group Market Survey of U.S. Spanish-language Book Market Adult and Children's Titles Reviews Best Sellers Lists: Fiction, Nonfiction, Audio & Video		November 1st Reservations: 9/19/08 Materials due: 9/26/08
	December 15th OGA Best Adult Books and Videos of 2008 Adult and Children's Titles Reviews Best Sellers Lists: Fiction, Nonfiction, Audio & Video		

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2008 Print Rates (net)	B&W	4-Color
Page	\$3730	\$4960
2/3	\$3210	\$4280
1/2 Island	\$2910	\$3980
1/2 Horizontal	\$2425	\$3280
1/3	\$1405	\$1920
1/6	\$920	\$1080

Críticas Publisher Mailing Rates (net)	2 pg Brochures	4pg - 8pg Catalogs
1x	\$1110	\$1,855
2x	\$1050	\$1,730
3x	\$930	\$1,485