



Rittenhouse

R2 Digital
Library

2023 Cooperative Advertising Kit





A Few Notes

As a valued publishing partner, we would like to offer you the no-cost service of developing a custom advertising and promotion plan. Simply provide us with a budget amount and we will develop a plan based on your marketing needs to bring you the best ROI.

For questions regard our cooperative advertising program, reserving a space, or submitting advertisements, contact **Madison McDougal** at madison.mcdougal@rittenhouse.com.

All ads and materials are **due the 15th of the month** before the ads are scheduled to run.

Metrics We Have Available

Metrics for **open rates**, **click-through rates** and **impressions** are available upon request.

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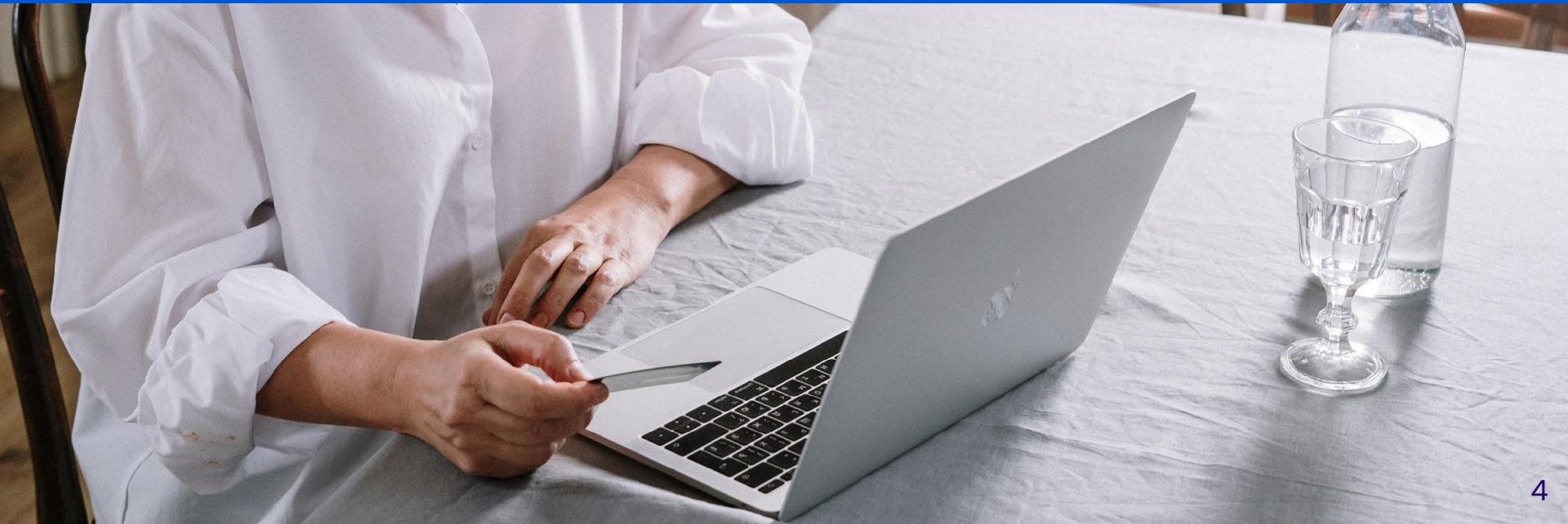
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Advertising on Rittenhouse.com



Advertising on Rittenhouse.com



Advertising opportunities on Rittenhouse.com support the promotion of individual titles, groups of titles, and even publishing partners on a brand level. All opportunities on Rittenhouse.com support print products available through Rittenhouse. There are many opportunities to meet any budget size and marketing need.

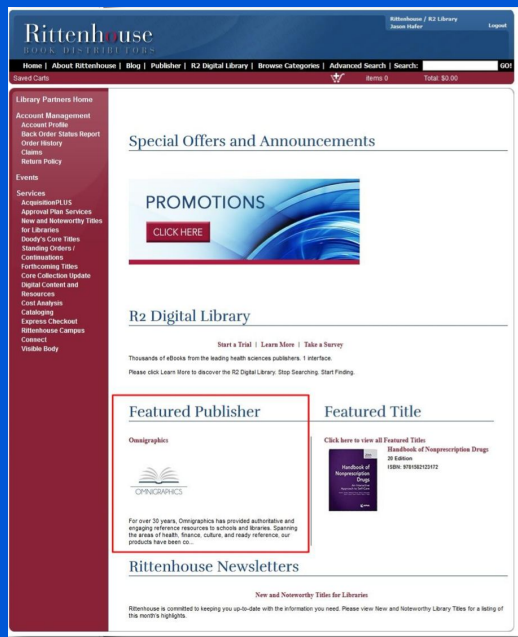
Featured Publisher Spot- homepage

The screenshot shows the Rittenhouse.com homepage. At the top, there is a navigation bar with the Rittenhouse logo and 'BOOK DISTRIBUTORS' text. To the right of the logo are links for 'Customer Login' and 'New User'. Below the navigation bar is a search bar with a 'GO!' button. The main content area is divided into several sections:

- Company NEWS:** A vertical sidebar on the left with the text 'Company NEWS'.
- COVID-19 Updates and Resources:** A section with a heading and a paragraph of text. Below the text are links for 'R2 Digital Library Expanded Solutions', 'Rittenhouse.com and Retail Services', and 'External COVID-19 Resources'.
- Highlights This Month:** A carousel of book covers. The visible covers include 'The Habbit Lane', 'Nursing 2021 Drug Handbook', 'CPI 2021', and 'The Sanford Guide to Antimicrobial Therapy 2020'.
- Springer Nature Featured Publishers:** A section on the right with the heading 'Springer Nature' and a vertical sidebar with the text 'Featured PUBLISHERS'. The main text describes Springer Science+Business Media as a global publishing company. Below the text is a 'Read more >' link.
- Partners:** A section with a heading 'Retail Partners' and a list of 'Library Partners' and 'Corporate Partners'.

- **Rittenhouse.com homepage**
- **Cost:** \$1,250/ month
 - This primary, month-long, dedicated placement features the publisher's logo and short bio.
 - Click-through button to secondary page, featuring 10 ISBNs of the publisher's choice
 - On the secondary page, the customer can click-through to any title's Book Detail page on Rittenhouse.com to learn more about that specific title and purchase
- **Assets needed**
 - Publisher logo
 - Short bio
 - ISBNs of 10 titles to feature on secondary page
 - Cover images in JPEG format with ISBN13 as the file name

Featured Publisher Spot- Library homepage



- **Library homepage on Rittenhouse.com**
- **Cost:** \$1,250/ month
 - This homepage where library customers are taken to, once they log into their account on Rittenhouse.com
 - Perfect for specifically targeting Rittenhouse retail customers
 - This primary, month-long, dedicated placement features the publisher's logo and short bio.
 - Click-through button to secondary page, featuring 10 ISBNs of the publisher's choice
 - On the secondary page, the customer can click-through to any title's Book Detail page on Rittenhouse.com to learn more about that specific title and purchase
- **Assets needed**
 - Publisher logo
 - Short bio
 - ISBNs of 10 titles to feature on secondary page
 - Cover images in JPEG format with ISBN13 as the file name

Featured Publisher Spot- Retail homepage

The screenshot shows the Rittenhouse.com retail homepage. The header includes the Rittenhouse logo and navigation links: Home, About Rittenhouse, Blog, Publisher, R2 Digital Library, Browse Categories, Advanced Search, and a search bar. A sidebar on the left lists various account and service options. The main content area is titled "Special Offers and Announcements" and features a "PROMOTIONS" banner with a "CLICK HERE" button. Below this, there are sections for "Featured Publisher" (Lippincott Williams & Wilkins) and "Featured Title" (Pocket Medicine). At the bottom, there is a section for "Rittenhouse Newsletters".

- **Retail homepage on Rittenhouse.com**
- **Cost:** \$1,250/ month
 - This homepage where library customers are taken to, once they log into their account on Rittenhouse.com
 - Perfect for specifically targeting Rittenhouse library customers
 - This primary, month-long, dedicated placement features the publisher's logo and short bio.
 - Click-through button to secondary page, featuring 10 ISBNs of the publisher's choice
 - On the secondary page, the customer can click-through to any title's Book Detail page on Rittenhouse.com to learn more about that specific title and purchase
- **Assets needed**
 - Publisher logo
 - Short bio
 - ISBNs of 10 titles to feature on secondary page
 - Cover images in JPEG format with ISBN13 as the file name

Featured Title Spot- homepage

The screenshot shows the Rittenhouse.com homepage. At the top, there is a navigation bar with links for Home, About Rittenhouse, Blog, Publisher, R2 Digital Library, Browse Categories, Advanced Search, and a search bar. Below the navigation bar, there are several content blocks. On the left, there is a 'Company News' section with a 'COVID-19 Updates and Resources' article. In the center, there is a 'Highlights This Month' section with a scrolling carousel of book covers. A 'book details' overlay is shown for the book 'First Aid for the USMLE Step 1 2020, Thirtieth edition' by Le, Tao. The details include ISBN 13: 9781260420403, ISBN 10: 1260420408, Category: Editions, 30, Publisher: The McGraw-Hill Companies, Copyright: 2020, Status: Active, and Retail Price: \$55.00. On the right, there is a 'Retail Partners' section with links for Library Partners and Corporate Partners, and a 'Springer Nature' section with a description of the publisher and a 'Read more >' link. At the bottom, there is a footer with contact information and social media icons.

- Rittenhouse.com homepage
- Cost: \$400/ month
 - 2x rate = \$375 month/title
 - 3x rate = \$350 month/title
 - Perfect for targeting Rittenhouse customer groups.
 - This primary, month-long, dedicated placement features the title's cover image and high-level metadata.
 - Scrolling rotation of up to 10 spots
 - Click-through button to be title's Book Detail page on Rittenhouse.com where customers can learn more about that specific title and purchase.
- Assets Needed
 - ISBNs of title(s) featured
 - Cover image(s) in JPEG format with ISBN13 as the file name

Featured Title Spot- Library homepage

The screenshot shows the Rittenhouse.com library homepage. The header includes the Rittenhouse logo and navigation links like 'Customer Login' and 'New User'. A sidebar on the left lists various services such as 'Account Management', 'AcquisitionPLUS', and 'R2 Digital Library'. The main content area features a 'Special Offers and Announcements' section with a 'PROMOTIONS' banner and a 'CLICK HERE' button. Below this is the 'R2 Digital Library' section, followed by a 'Featured Publisher' section for Springer Nature and a 'Featured Title' section for 'Great Lines of Defense' by Robert D. Wood. The 'Featured Title' section includes a book cover image, the title, author, and ISBN (9781433800011). At the bottom, there is a 'Rittenhouse Newsletters' section and a footer with contact information.

- Library homepage on Rittenhouse.com
- Cost: \$400/ month
 - 2x rate = \$375 month/title
 - 3x rate = \$350 month/title
 - Perfect for targeting Rittenhouse library customers
 - This primary, month-long, dedicated placement features the title's cover image and high-level metadata.
 - Scrolling rotation of up to 10 spots
 - Click-through button to be title's Book Detail page on Rittenhouse.com where customers can learn more about that specific title and purchase.
- Assets Needed
 - ISBNs of title(s) featured
 - Cover image(s) in JPEG format with ISBN13 as the file name

Featured Title Spot- Retail homepage

The screenshot displays the Rittenhouse.com retail homepage. The header includes the Rittenhouse logo, navigation links (Home, About Rittenhouse, Blog, Publisher, R2 Digital Library, Browse Categories, Advanced Search), and a search bar. A left sidebar lists various account and service options. The main content area features a 'Special Offers and Announcements' section with a 'PROMOTIONS' banner and a 'CLICK HERE' button. Below this is a 'Featured Publisher' section for Lippincott Williams & Wilkins (LWW), which includes a 'Featured Title' spot for 'Pocket Medicine, 7 Edition'. The featured title spot contains the title's cover image, a 'Click here to view all Featured Titles' link, and the title's ISBN (9781915715448). At the bottom, there is a 'Rittenhouse Newsletters' section with a link to sign up for updates.

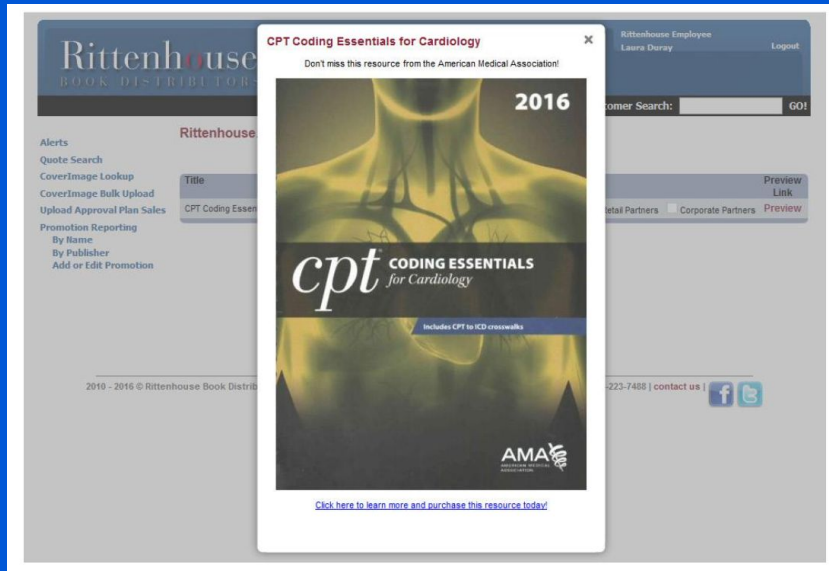
- Retail homepage on Rittenhouse.com
- Cost: \$400/ month
 - 2x rate = \$375 month/title
 - 3x rate = \$350 month/title
 - Perfect for targeting Rittenhouse retail customers
 - This primary, month-long, dedicated placement features the title's cover image and high-level metadata.
 - Scrolling rotation of up to 10 spots
 - Click-through button to be title's Book Detail page on Rittenhouse.com where customers can learn more about that specific title and purchase.
- Assets Needed
 - ISBNs of title(s) featured
 - Cover image(s) in JPEG format with ISBN13 as the file name

Banner Ads

The screenshot shows the Rittenhouse.com website homepage. The header includes the Rittenhouse logo and navigation links: Home, About Rittenhouse, Blog, Publisher, R2 Digital Library, Browse Categories, Advanced Search, and a search bar. A left sidebar lists various services and account management options. The main content area features a 'Special Offers and Announcements' section with a banner ad for the book 'Self-Care for You and Student Nurses'. The banner includes the text 'Sigma's newest title helps you care for yourself while caring for others.' and a 'Learn more' button. Below the banner is a 'PROMOTIONS' section with a 'CLICK HERE' button. Further down, there are sections for 'R2 Digital Library' and 'Featured Publisher' (Lexicomp).

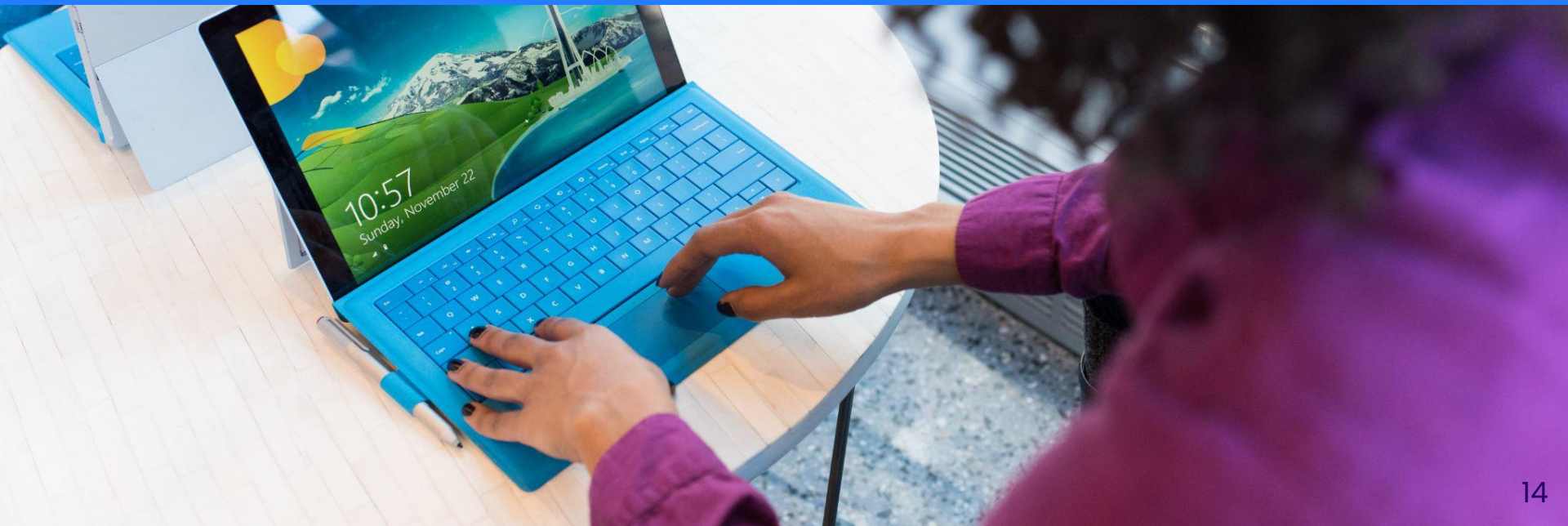
- Library and Retail homepage on Rittenhouse.com
 - Cost: \$1000/ month
 - 2x rate = \$900 month/title
 - 3x rate = \$800 month/title
 - Perfect for targeting Rittenhouse library and/or retail customers
 - Dedicated month-long placement
 - Customizable marketing message
 - Click-through available to anywhere on Rittenhouse.com or link out to a separate site
- Assets Needed
 - Will work with you to identify the marketing strategy
 - You can supply the banner ad artwork, or let Rittenhouse take care of the design!

Administrator Login Pop-ups



- Library and Retail homepage on Rittenhouse.com
 - Cost: \$750/ 2 weeks
 - When an account administrator logs into their account on Rittenhouse.com, a pop-up advertisement will appear once
 - Click-through available to the featured titles
 - Book Detail page on Rittenhouse.com
 - Customizable marketing message
 - **Average impressions: 650**
- Assets Needed
 - ISBN of 1 title
 - Cover image in JPEG format with ISBN13 as the file name

R2 Digital Library



Advertising on the R2 Digital Library



Advertising opportunities on R2library.com support the promotion of individual titles, groups of titles, and even publishing partners on brand level. All opportunities on R2library.com support eBook products available through Rittenhouse. There are many opportunities to meet any budget size and marketing need.

The screenshot displays the R2 Digital Library website. At the top, there is a navigation bar with a logo, 'HUB ACCOUNT COLLECTIONS SUPPORT', and user options like 'Welcome, Name', 'LOG OUT', and 'CARTS'. Below this is a search bar with the text 'All You Need to Know™' and a search button. The main content area features a 'Trending Now' section with two promotional banners: '05.20.22 Product Demonstration: The R2 Digital Library' and 'Save on SLACK SLACK Discount R2 Special Collection'. Below the banners are five book covers with their respective titles and prices. A 'BROWSE ALL EBOOKS' button is located at the bottom of the trending section.

[ACCOUNT NAME] HUB

NEW to R2 - ACRN's Guidelines for Palliative Practice 2022 Enhance your collection with this must-have title by placing a free order or adding it to your PDA Collection! Click here to learn more: <https://bit.ly/2vD1D27>

Trending Now

Event
05.20.22
Product Demonstration:
The R2 Digital Library
[MORE INFO](#)

Save on SLACK
SLACK Discount
R2 Special Collection
[SPECIAL OFFER](#)

Book Title	ISBN	Consumer User Price	Consumer User Price
Advanced Health Assessment and Differential Diagnosis	978-1-10594402-0	\$241.05	\$241.05
GLOBAL HEALTH CARE	978-1-10594400-0	\$241.05	\$598.48
Theory and Research for Academic Nurse Education	978-1-10594403-9	\$241.05	\$598.48
Community Public Health in Policy and Practice	978-1-10594402-8	\$241.05	\$598.48
Community Public Health in Policy and Practice	978-1-10594401-0	\$241.05	\$598.48

[BROWSE ALL EBOOKS](#)

Featured Publisher Spot- R2Library homepage



- R2Library.com Homepage
- Cost: \$600/ month
 - This primary, month-long placement features this publisher's long and short bio
 - Click-through button to secondary page, featuring all of the publisher's active eBooks on the R2 Digital Library
 - On the secondary page, the customer can click-through to any title's Book Detail page on R2Library.com to learn more about that specific title and purchase
- Assets Needed
 - Publisher logo
 - Short bio



Featured Title Spot- R2Library homepage



- R2Library.com Homepage
- Cost: \$400/ month
 - 2x rate = \$375/month/ title
 - 3x rate = \$350/ month/ title
 - This primary, month-long placement features the cover image and high-level metadata
 - Rotating placement of, up to, 3 titles triggered by page opens or refreshes
 - Click-through available to the title's Book Detail page on R2library.com where the customer can learn more about that title and add to their collection
- Assets Needed
 - ISBN of 1 title

The screenshot displays the R2Library.com homepage. At the top, there is a navigation bar with links for 'HUB', 'ACCOUNT', 'COLLECTIONS', and 'SUPPORT'. A search bar is prominently featured with the text 'All You Need to Know' and a search button. Below the search bar, a section titled '[ACCOUNT NAME] HUB' contains a 'Trending Now' carousel. The carousel features two main promotional tiles: 'Event: 05.20.22 Product Demonstration: The R2 Digital Library' and 'Save on SLACK SLACK Discount R2 Special Collection'. Below these are five book covers with their respective titles and prices. A 'BROWSE ALL BOOKS' button is located at the bottom of the carousel.

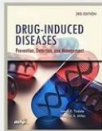
Administrator Login Pop-Up- R2Library homepage



- R2Library.com Homepage
- Cost: \$500/ 2 weeks
 - When an account administrator logs into their account on R2library.com, a pop-up advertisement will appear once
 - Click-through available to the featured title's Book Detail page on R2library.com
 - Customize header and footer marketing message
- **Average impressions: 650**
- Assets Needed
 - ISBN of 1 title

A must-have resource from ASHP! Close X

Drug-Induced Diseases



Author: James Tisdale, PharmD, BCPS, FCCP, FAPhA, FNAP, FAHA, Douglas Miller, PharmD
Affiliation:
Publisher:
Publication Date: 1/1/2018
Re Release Date: 4/30/2019
Edition: 3rd

ISBN 10: 1585283307
ISBN 13: 9781585283303
eISBN: 9781585283310
List Price: ~~\$699.00~~
Discount Price: N/A

[ADD TO MY COLLECTION](#)
[ADD TO MY PDA COLLECTION](#)

Click to add to your cart, or PDA collection today!

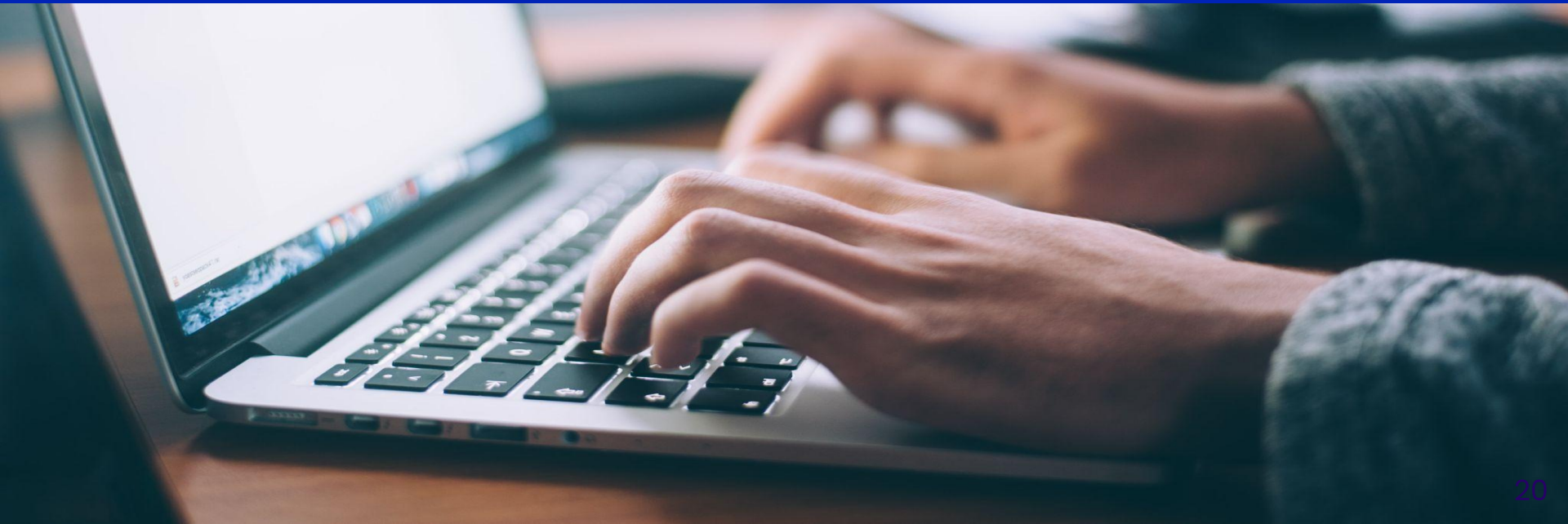
Banner Ad- R2Library homepage



- R2Library.com Homepage
- Cost: \$1000/ 1 month
 - 2x rate = \$900/ month
 - 3x rate = \$800 / month
 - Prominent banner ad on the R2Library.com homepage
 - Click-through available to the featured title's Book Detail page on R2library.com
 - Customizable marketing message
- Assets Needed
 - Will work with you to identify the marketing strategy
 - You can supply the banner ad artwork, or let Rittenhouse take care of the design!

The screenshot displays the R2 Digital Library homepage. At the top, there is a navigation bar with the R2 Digital Library logo, a search bar, and user options like 'Login' and 'My Cart'. Below the navigation bar is a large, eye-catching banner ad with a blue and white abstract background. The banner text reads 'DON'T MISS THIS SPECIAL OFFER!' and includes a red 'CLICK HERE' button. Below the banner, the page is divided into several sections: 'Welcome to the R2 Digital Library' with a 'Attend a Demonstration' and 'Start a Free 30-Day Trial' button; 'Watch a quick demo of the R2 Digital Library in action'; 'Expand Your Library Beyond eBooks... The R2 Digital Library' with a list of features; 'Featured Title' for 'Evidence-Based Practice' by Elsevier; and 'Featured Publisher' for 'AMA' (American Medical Association).

Advertising in eCommunications



Advertising Opportunities in eCommunications

Advertising opportunities in Rittenhouse's eCommunications is a great way to directly target customer groups. Various eCommunications can support the promotion of print titles available through Rittenhouse.com, and/or eBooks available on the R2 Digital Library. There are many opportunities to meet any budget size and marketing need, and can promote individual titles, groups of titles and publishing partners on a brand level.

Eblasts



- Cost: \$1,300/ eBlast
- Audience: Retail and/or Library Customers
- Circulation: Up to 10,000 depending on target customer group (s) selected
 - The publisher can select up to 6 ISBNs to feature in the email layout
 - Each title will be linked to the eBook version for a title available, a separate version of the email will be created for library customers at no additional cost
 - This version will provide links to the Book Detail page on Rittenhouse.com, and the Book Detail page on R2Library.com
- **Average Open Rate: 17%**
- Assets Needed:
 - Publisher logo
 - List of up to, 6 ISBNs to feature
 - Cover images in JPEG format with ISBN13 as file name

Quarterly Newsletter

- Featured Publisher: \$2,000 a quarter OR \$750 a month
- Featured Title: \$1,000 a quarter OR \$400 a month
- Banner Ad: \$2,400 a quarter OR \$1,000 a month
- Featured Article: \$2,400 a quarter

Audience: Retail and/or Library customers

Circulation: Up to 10,000, depending on target customer group(s) selected

Average Open Rate: 19%

Assets Needed: TBD based on placement



Rittenhouse Featured Blog Post



Placements & Cost:

- Featured Publisher: \$2,000/quarter or \$750/month
- Featured Title: \$1,000/quarter or \$400/month
- Banner Ad: \$2,400/quarter or \$1,000/ month
- Featured Article: \$2,400/quarter

Audience: Retail and/or Library Customers

What could this include?

- List of featured titles
- List of updated titles
- Quotes about one of your bestselling titles
- Display ads
- Featured title
- Banner ads

Discount Promotions



Discount Promotion Opportunities

Throughout the year, Rittenhouse offers customers discount promotion opportunities to enhance their collections at a deeper discount.

We welcome publishers to partner with us to extend an additional discount that Rittenhouse will pass-through to the customers. Publishers can participate in our large, multi-publisher discount campaigns, or hold their own publisher-specific discount opportunity.

Rittenhouse Pass-Through Discount Campaigns

Please visit the publisher Portal on Rittenhouse.com to view the list of upcoming promotional opportunities (posted quarterly). We also email invitations to publishing partners 1 to 2 months prior to the start of each promotion.

Cost?

- 10% of total gross sales of any publisher's products sold during the promotion. Rittenhouse will track products sold and, upon completion of the promotion, will submit a request to the publisher for the total monies due back to Rittenhouse

What?

- Print books and eBooks (R2 Digital Library)
- Types of products featured depend on the strategy of the promotion. Brand promotions normally include all participating publisher products available through Rittenhouse- Oktoberfest, Rites of Spring, Back to School, etc. Focused promotions are built around specific disciplines or special collections of titles- American Journal of Nursing Books of the Year, Nursing, Health Administration, Doody's Core Titles, etc.

Rittenhouse Pass-Through Discount Campaigns

How?

- Multiple mass emails to Rittenhouse customers prior to and throughout the promotion window- Save the Date, Announcement, Reminder and Last Chance
- Announcements via social media (Facebook, Twitter, etc)
- Rittenhouse sales team support
- Promotional Pages on Rittenhouse.com and R2library.com

Special Publisher Pass-Through Discount Campaigns

We welcome the opportunity to develop a customized, special pass-through promotion extends discount to Rittenhouse customers, based on the publisher's marketing needs. The discount percentage is determined by the publisher and can include both print and eBook products, or only print or eBook products

- Cost?
 - \$500 + set percentage discount of total gross sales
- What?
 - Print books and eBooks (R2 Digital Library)
- How?
 - Multiple mass emails to Rittenhouse customers prior to and throughout the promotion window- Save the Date, Announcement, Reminder and Last Chance Announcements via social media (Facebook Twitter, Instagram, etc.)
 - Rittenhouse sales team support
 - Promotional Pages on Rittenhouse.com and/or R2library.com

Rittenhouse will track titles sold during the promotional period, and will send a vendor claim to the publisher for \$500 + set percentage of total gross sales

R2 Digital Library Special Collection

Creating a Special Collection on the R2 Digital Library is a unique way for publishers to enhance their exposure of their resources to the R2 customer base

Cost?

- \$500 + 10% total gross sales

How it Works:

- Rittenhouse will market a month-long publisher-focused Special Collection to promote a 10% discount on a select list of titles to our existing and potential R2 Digital Library customers
 - Mass email to customers
 - Social media announcements
 - Sales team support
 - Dedicated promotion pages on Rittenhouse.com & R2library.com

Rittenhouse will track titles sold during the promotional period and send a vendor claim to the publisher for \$500 + 1-% total gross sales

Marketing Opportunities



Marketing Opportunities

Rittenhouse holds educational sessions throughout the year called Rittenhouse Open Online Courses (ROOC). We welcome publishers to hold a joint ROOC session to highlight must-have titles that will support Rittenhouse customers.

Cost: \$3,500

Rittenhouse will develop and host two publisher-featured webinars on a specific title or topic in a calendar year- spring and fall- and we will collaborate with the publisher throughout the development and broadcast process. The nature of these information sessions will be editorially focused.

Schedule: Spring, Fall

Marketing Approach:

- Email invitation to customers (outside email list can be purchased for an additional cost)
- Social media announcements
- Sales team support
- Information on Rittenhouse.com and/or R2library.com (depending on topic and audience)

Thank you!

For considering Rittenhouse for your
advertising needs.