



# DeVorss & Company

*Metaphysical and Spiritual Books Since 1929*

553 Constitution Ave  
Camarillo, CA 93012-8510  
805-322-9010 TEL  
805-322-9011 FAX  
www.devorss.com

## Now is the time to Reserve your Ad Space in the 2022 DeVorss Catalog

Dear Publishers and Authors,

Now is your opportunity to reserve your space to advertise in our 2022 Catalog. For more information, please email me at [dkrovitz@devorss.com](mailto:dkrovitz@devorss.com). Please return your reservation form no later than **Oct. 4th**. **Artwork is due Nov. 15th**.

Please send all artwork in color. Our catalog will be available online at [www.devorsscatalog.com](http://www.devorsscatalog.com). There will be no printed catalogs.

**NEW— We are now offering space on our website for YOUR titles stocked by DeVorss & Company (See ad reservation form for prices)**



### NOW includes:

- Unrestricted customer access with **no login** or password information necessary
- **ADVERTISER** Banners & Index
- Priority placements for our email campaigns
- YEAR long exposure for your titles
- Direct link from our website to the digital catalog
- **PLUS: Option to be included on our website!!!**

[www.devorsscatalog.com](http://www.devorsscatalog.com)

Your advertisement in the **DeVorss 2022 Catalog** is an economical way to promote and display your titles to the trade. By doing so, you'll be generating interest in your new titles and supporting the sales of your steady backlist favorites in a catalog that store buyers look to throughout the year. We are sure you won't want to miss this opportunity to maximize the exposure of your unique titles.

I welcome any and all questions to help you achieve the most effective advertisement for your titles in our catalog. **Please make sure to submit all of your New Titles before October 4th for consideration to be listed in our 2022 Catalog. Review copies are always welcome.**

*Debbie Krovitz*

Sincerely,  
Debbie Krovitz [dkrovitz@devorss.com](mailto:dkrovitz@devorss.com)

 DeVorss Publications



**DeVorss & Company**

*Metaphysical and Spiritual Books Since 1929*

DeVorss & Company  
553 Constitution Ave  
Camarillo CA 93012-8510  
805-322-9010  
805-322-9011 fax  
www.devorss.com

9/16/21

## Reserve DeVorss 2022 Catalog Ad Space ***in 3 EASY STEPS!***

Dear Publishers and Authors,

It's that time of year again for advertising in our 2022 Catalog! COLOR ads are available within our digital catalog which is easily downloaded and fully searchable and has been incredibly popular with our customers. We are no longer offering a PRINTED version

to help you to maximize your advertising budget, as you draw attention to the value of your titles in our unique Body/Mind/Spirit/New Thought market.

Whether you're a large or small publisher, bookstore buyers are constantly seeking new titles to stock in their store. The DeVorss Catalog has been a trusted source of information to the Metaphysical, Spiritual, and Self-Help market for over 90 years and can be found in bookstores and churches around the world.

Your advertisement in the **DeVorss 2022 Catalog** is an economical way to promote and display your titles to the trade. Here's all it takes to be a part of this catalog:

1. Fill out the Ad Reservation form.
2. Sign and submit the reservation form. Make sure to consider one or more ad options and digital color and NEW placement on our website.
3. Submit PDF of ad via email or have DeVorss create your ad for an additional cost.

Enclosed you will find the forms needed to participate in this inexpensive advertising program that will give our customers more reasons to order your titles in 2022. For more information, please give me a call at 805-322-9010 x15 or email me at [dkrovitz@devorss.com](mailto:dkrovitz@devorss.com).

I welcome any and all questions to help you achieve the most effective advertisement for your titles in our catalog.

Debbie Krovitz  
dkrovitz@devorss.com

# 2022 DeVorss Catalog Advertising Reservation Form

Reservation Due October 4, 2021; Artwork Due November 15, 2021

## CONTACT

Author/Publisher: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Address: \_\_\_\_\_ Email: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
**TITLES with ISBN#:** \_\_\_\_\_

## AD SPACE ORDER

Size	Quantity	Price Each	Ad designed by DeVorss	TOTAL
Webpage on devorss.com <i>per title</i>		\$30		
Webpage on devorss.com <i>per title</i>		\$50	ADD to Total	
Photo Insert 2.25 x 3.5		\$25	X	
Photo Insert 3 Pack 2.25 x 3.5		\$60	X	
Quarter page 3.5 x 4.75 portrait		\$100	add	\$100
Half page 7.5 x 4.75 landscape		\$150	add	\$150
Full page 7.5 x 10 portrait		\$250	add	\$250
2-page spread 2 full pg		\$350	add	\$350

**PLEASE NOTE:** The above prices are for ads submitted as a PDF file via email. If you place a Photo Insert ad, then please submit either cover art or sample books to DeVorss for in-house scanning at no additional charge (see Specification Sheet for artwork parameters). If you would like DeVorss to design your ad, please include the additional cost with your ad space order. Thank You!

Terms: Net 30 from catalog completion date	<b>TOTAL</b>
--	--------------

# DeVorss 2022 DIGITAL Catalog Specification Sheet

## Ad sizes

---

Quarter page: 3.5 wide x 4.75 inches

Half page, horizontal: 7.5 wide x 4.75 inches

Full page: 7.5 wide x 10 inches

\*\*2 Page Spread Ads: **IMPORTANT:** provide two separate PDF files – 1 Left side + 1 Right side

## Ad Preparation / Guidelines

---

- **Submit a High-Res PDF only.** No Quark, or InDesign, or Word files will be accepted.
- Space Ads (quarter, half, and full page) should be designed in **COLOR**. *There will not be a printed catalog this year.*
- Ad should feature only those titles carried by DeVorss or New Releases that have been approved and contain the title, author or artist, ISBN#, and retail price of the work being advertised.
- **Please use the ISBN 13 in your ad.**
- **Please use publisher's name in the title of the ad** so we can quickly reference.
- **2 Page spread, please send 2 files - one for the left side and one for the right side of the spread so we can place accurately.**
- Submit all files via e-mail. All materials are the property of DeVorss once received. Ads sent electronically will be printed as submitted.
- No proofs will be provided by DeVorss & Company.
- DeVorss offers ad design services for an additional cost. (Artwork cannot be returned.)

## Photo Inserts

---

Inserts are approximately 2.5 x 3.5 inches based on a proportional reduction of a 6 x 9 book cover. Sample catalog page with photo inserts (shown at reduced size) on overleaf.

Send DeVorss the following:

- Covers or Audio products needing to be scanned (DeVorss will scan at no additional charge) **OR**
- A digital **COLOR** image at **300 DPI**.
- **Please use publishers name in title of photo** so we can easily reference.

---

**Space reservations are due: October 4, 2021**

Copy and high resolution art for ads needing review or digitally composed by us are due: **October 4, 2021**

Ads digitally composed by you (*submitted in PDF format*) without review are due: **November 15, 2021**

**Send ads to Debbie Krovitz**

---

*Packages sent via UPS or FedEx:* DeVorss & Co., 553 Constitution Ave., Camarillo, CA 93012

*Packages sent via US Postal Service:* DeVorss & Co., P.O. Box 1389, Camarillo, CA 93011

*Files sent electronically:* Email – [dkrovitz@devorss.com](mailto:dkrovitz@devorss.com) **Use publishers name on both Subject and Ad files.**

## Questions:

---

**Debbie Krovitz** ([dkrovitz@devorss.com](mailto:dkrovitz@devorss.com))

DeVorss & Co. 553 Constitution Ave., Camarillo, CA 93012 Phone: 805-322-9010 x15 ~ FAX: 805-322-9011

---