Alternatives to BookBub Ads

BookBub is the undisputed king of marketing. Expensive—for a free book, featured deals range from $113 to well over $700, depending on genre—but used correctly, they can be worth every one of those pennies. However, getting selected for an ad in your genre is increasingly difficult. Don’t despair, though! There are alternatives!

My personal favorites are:

[Fussy Librarian](https://www.thefussylibrarian.com/advertising)

[Robin Reads](https://robinreads.com/author-signup/)

[E-News Reader Today (ENT)](https://ereadernewstoday.com/bargain-and-free-book-submissions/)

[Choosy Bookworm](https://www.choosybookworm.com/promote-your-ebooks/)

[Free99Books.com](http://free99books.com/author/add)

[Book Sends](https://booksends.com/advertise.php)

Every three months, set the first book in a series free for the 5 days Kindle Unlimited allows, and then stack or spread promotions from the above advertisers throughout that week. Be sure to allow plenty of lead time—some of these advertisers are booking 2 and possibly 3 months ahead. Conversely, other advertisers (ENT, for one) won’t allow you to book your ad more than 30 days before the sale date.

For more information about stacking ads and lists of other advertisers, check out the following:

[Nicholas Erik’s Recommended Book Promo Sites](https://nicholaserik.com/promo-sites/)

[Self-Publishing Review’s 35+ Alternatives to BookBub](https://www.selfpublishingreview.com/2016/06/35-alternatives-to-bookbub/)

[Best Thrillers’ BookBub Alternatives](https://bestthrillers.com/bookbub-alternatives-whats-the-second-best-email-book-marketing-service/)