

Attract readers. Build fans. Sell books.

Start advertising today with Amazon Advertising. We offer simple, effective solutions to help you drive book sales and reach more of the over 300 million active global Amazon customer accounts.*



Sponsored Products

Increase visibility with keyword or product targeted ads on search results and detail pages.

1. Run frontlist or backlist always-on campaigns.
2. Target using keywords or products.
3. Control what you spend and create campaigns starting at \$1 per day.



Lockscreen Ads

Build recognition with interest-targeted ads on Kindle E-readers and Amazon Fire Tablets.

1. Single title promotion
2. Redirect attention from other books or products
3. Add your logo and headline

Best practices

- Run both ad types together to capture the customer's attention at different moments in their shopping experience.
- Target complementary and popular keywords, interests and products, including similar books and authors.
- Always make sure your ad copy is relevant to your targeting and don't forget to spell-check.
- Ensure your ad and book content meets the [Book Ads Creative Acceptance Policies](#).

Get started

1. Choose the book you want to advertise from your KDP bookshelf.
2. Choose "promote and advertise" and "create an ad campaign".
3. Select your ad type and follow the instructions in the ad builder.

You're done! You'll see a message confirming that your ad has been sent for review.

Get started

Sign-in required.

Sponsored Products

Lockscreen Ads

<p>What is it?</p>	<ul style="list-style-type: none"> • Delivers relevant ads to shoppers actively searching with related keywords or viewing similar products on Amazon. • When clicked, ad sends shoppers directly to your book's detail page. 	<ul style="list-style-type: none"> • Delivers interest-targeted ads on Kindle E-readers and Amazon Fire Tablets. • When clicked, ad sends shoppers to your eBook's detail page.*
<p>What are the targeting options?</p>	<ul style="list-style-type: none"> • Target by keyword. • Target by product or category. • Utilize auto-targeting based on keyword and product. 	<ul style="list-style-type: none"> • Target by reader interest (genre).
<p>Where do ads typically appear on Amazon?</p>	<ul style="list-style-type: none"> • Within search results. • On related product detail pages. 	<ul style="list-style-type: none"> • Kindle E-reader and Amazon Fire Tablet lockscreens • Kindle E-reader home screen
<p>How much does it cost?</p>	<ul style="list-style-type: none"> • You control your spend by setting your bids and budget. • You're only charged when customers click on your ad. 	
<p>What are the eligibility requirements?</p>	<ul style="list-style-type: none"> • Eligible on your KDP Bookshelf • Available on Amazon.com, Amazon.co.uk, or Amazon.de. • Meets the Book Ads Creative Acceptance Policies and Creative Acceptance Policies 	
<p>How long do campaigns run?</p>	<ul style="list-style-type: none"> • Run continuously or select a custom date range. 	<ul style="list-style-type: none"> • Select a custom date range.
<p>What reporting is available?</p>	<ul style="list-style-type: none"> • Keyword report. • Advertised product report. • Search term report. • Ad placement report. • Performance over time report. 	<ul style="list-style-type: none"> • Campaign-level sales reporting.

Get started

Need help? [Contact us](#)

*Readers with a connected device are directed to the eBook's detail page. Readers with off-line devices are directed to a landing page.