

Attract readers. Build fans. Sell books.

Start promoting your titles 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-targeted or product-targeted ads on search and detail pages.

1. Promote one or more titles
2. Run frontlist or backlist evergreen campaigns
3. Auto target or choose your own keywords



Sponsored Brands

Drive awareness for title collections with keyword-targeted ads in prominent locations on search results pages.

1. Curate a landing page or drive to your Store
2. Promote 3 or more similar titles
3. Add an image and headline



Lockscreen Ads

Get your eBooks in front of customers when they use their Amazon devices.

1. Single-title promotion
2. Entice clicks and sales with custom text
3. Promote your eBooks to active readers



Sponsored Display

Grow your business by reaching relevant audiences on Amazon.

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

Best practices

- Amazon Advertising ad types work best together, capturing the customer's attention at different points of 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 [Advertising Acceptance Policy for books](#).

Get started

Sign-in required.

Frequently Asked Questions

	Sponsored Products	Sponsored Brands	Lockscreen Ads	Sponsored Display
What is it?	<ul style="list-style-type: none"> Delivers relevant ads in search results and on detail pages based on keyword searches. When clicked, ad sends shoppers directly to your book's detail page. 	<ul style="list-style-type: none"> Delivers relevant ads in prominent locations on search result pages based on keyword searches. When clicked, ad sends shoppers to a custom curated landing page or your Amazon Store. 3+ titles required. 	<ul style="list-style-type: none"> Delivers audience-targeted ads on the lockscreen and home screen of Amazon devices. When clicked, ad sends shoppers to your eBook's detail page.* 	<ul style="list-style-type: none"> Delivers audience or product-targeted ads to customers on detail pages. When clicked, ad redirects shoppers directly to your detail page.
What are the targeting options?	<ul style="list-style-type: none"> Target by keyword. Target by product or category, including price, brand, or star rating. Utilize auto targeting based on keyword or product. 	<ul style="list-style-type: none"> Target by keyword, using recommended or custom keywords. Target by product or category. 	<ul style="list-style-type: none"> Target by reader interest (genre). 	<ul style="list-style-type: none"> Target by reader interest (genre). Target by related or relevant products, or categories.
Where do ads typically appear on Amazon?	<ul style="list-style-type: none"> Within search results (e.g., top, bottom). On related product detail pages. 	<ul style="list-style-type: none"> Above and below search results. To the left of search results. 	<ul style="list-style-type: none"> Amazon device lockscreen and home screen. 	<ul style="list-style-type: none"> On related product detail pages.
How much does it cost?		<ul style="list-style-type: none"> You control your spend by setting your bids and budget. You're only charged when your ads are clicked. 		
What are the eligibility requirements?		<ul style="list-style-type: none"> Be available on Amazon. Be written in English. Meet the Advertising Acceptance Policy for books. 		
How long do campaigns run?	<ul style="list-style-type: none"> Run continuously or select a custom date range. 	<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. 	<ul style="list-style-type: none"> Select a custom date range.
What reporting is available?	<ul style="list-style-type: none"> Search term report. Targeting report. Advertised product report. Campaign report. Placement report. Performance Over Time report. 	<ul style="list-style-type: none"> Search term report. Targeting report. Targeting Placement report. Campaign report. Campaign Placement report. 	<ul style="list-style-type: none"> Campaign-level sales reporting. 	<ul style="list-style-type: none"> Campaign-level sales reporting.

Ready to get started? Sign in at advertising.amazon.com and create a campaign.

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

Need help? [Contact us](#).