

Getting started with Lockscreen Ads

Lockscreen Ads allow you to promote your eBooks directly to the customers most likely to buy them. Engage readers with interest-targeted ads (i.e., target by genre) while they're on their Kindle E-readers and Fire Tablets, making it easy for them to buy and download your titles.

With Lockscreen Ads, you can:

- Reach readers interested in eBooks like yours.
- Use custom text to give a peek into your book and prompt greater sales.
- See dedicated reporting for devices.
- Set your own bids and budgets. You'll only pay when readers tap your ad.

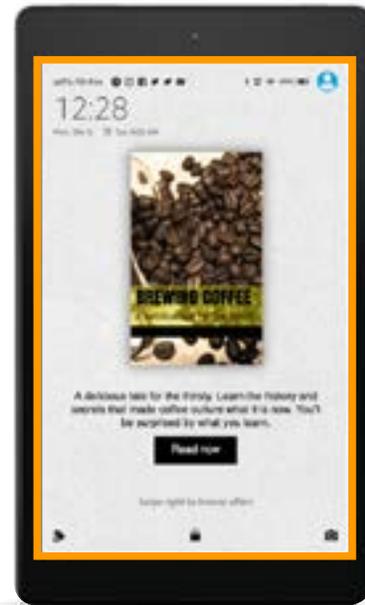
How your ads appear on Amazon devices:



Full-screen ad on locked Kindle E-readers



Banner ad on the Kindle E-reader homepage



Full-screen ad on Amazon Fire Tablet in full-color display

When readers tap your ad, they are sent to your book's detail page, where they can easily purchase and download your title.*

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

You can start reaching E-readers by creating a new Lockscreen Ads using the steps below.

How to set up your campaign:

1. Log on to advertising.amazon.com.
2. Select “Lockscreen Ads.”
3. Add your campaign name, date range, budget, and pacing.
4. Choose which of your eBooks you want to promote.
5. Select the relevant genres or subgenres you’d like to target.
6. Set your cost-per-click bid.
7. Write custom text that entices readers.
8. Preview and submit your campaign for review.

Best practices

- Target genres that complement your title.
- Make sure your ad copy is relevant to your targeting (don’t forget to spellcheck).
- Ensure your ad and book content meets the [Book Ads Creative Acceptance Policies](#).

Lockscreen Ads can be the key to reaching the right audience with your eBooks.

Create your campaign today.

Get started

Sign-in required.