

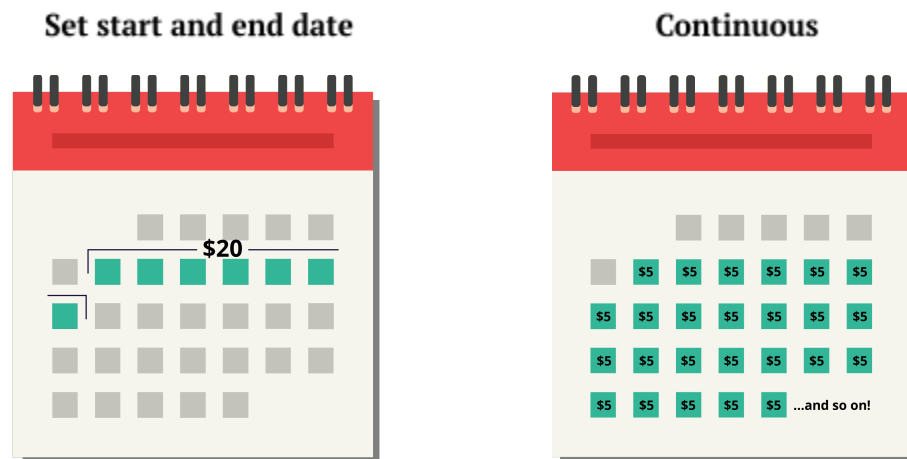
BookBub Ads: Schedule, Budget, and Bid Basics

How much do BookBub Ads cost?

Ads compete in a live auction, which means the cost to run an ad varies depending on your bid and how much *other* advertisers are bidding to reach the same audience of readers at the same time. While the cost to run an ad is determined by the auction, how much you actually spend is completely up to you, and determined by your budget.

Your budget is the total amount of money you're willing to spend on an ad campaign. There are two ways you can set a schedule for your ad and how quickly it uses up its allotted budget:

- **Set start and end date with a total budget:** Your ad will start on the selected date, and stop competing in the auction either on the end date or when its budget has run out. You can choose whether your ad spends its budget steadily across the date range, or whether it should spend the allotted budget as quickly as possible.
- **Continuous campaign with a daily budget:** Your ad will run forever, spending up to your daily budget each day, until you choose to pause it.



Your bid is the maximum rate you want to pay for impressions or clicks. Your bid determines how competitive your ad is relative to other ads in the auction.

- **CPM**, or *cost-per-thousand-impressions*, means you pay for any reader that sees your ad. You tell us the maximum amount you're willing to pay per 1,000 impressions.
- **CPC**, or *cost-per-click*, means you only pay for the readers who click on your ad.
- Learn more about [whether you should use a CPM bid or a CPC bid](#).

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