



## Archiveable Ads - Permanent Placement

### Patterns Index Page

Rotating  
255x255px  
\$350.00

Permanent placement within the issue.

### Features Index Page

Rotating  
255x255px  
\$350.00

Permanent placement within the issue.

Index ads can be found on right hand side of page as a square ad. It may rotate with other ads (2-3 total) on the following pages: Patterns Index and Features Index. This ad maintains its place in the archives.

### Pattern Pages & Content Pages

560x90px  
\$400.00

Pattern and content page ads appear on all pattern pages for the entire issue, the ad will rotate with other pattern ads, but will appear on any given ad or article, spanning the entire issue giving the ad lots of opportunities to be viewed. These will be long, thin banners found at the top of the page. This ad would maintain its place in the archives.

Pattern and content page ads for past issues are available at a 50% discount. (\$200). We have many popular patterns in past issues that receive many pageviews.

### Issue Sponsor

200x20px  
\$600.00/issue

Annual Sponsor (4 issues)  
\$2000/1-year

These ads can be found on the left hand side under our logo, rotating with other issue sponsors (2-3 total). This ad shows on all content pages and will maintain its place in the archives. Once an issue moves into the archives, non-archival pages such as "FAQ, Archives, etc" would be replaced with the next issues sponsor.



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## Periodic Ads - Seasonal Placement

### Main Archives Page

560x90px

3 Months (1 Issue) \$100.00

### Newsletter and Blog

560x90px

3 Months (1 Issue) \$100.00

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## Additional Information

1. Petite Purls will accept advertisements for knitting and fiber-related products, supplies, tools, books, magazines, patterns and services as well as handcrafted items and items of interest to knitters. Petite Purls will also accept advertisements for handcrafted baby and kid-friendly items. Petite Purls reserves the right to reject any advertisement before publication.
2. To confirm availability of your desired ad space, please contact the Advertising Manager at [ads@petitepurls.com](mailto:ads@petitepurls.com) before booking your ad. Advertising for an upcoming issue must be paid in full by the issue advertising deadline noted on the main advertising page. Our preferred method of payment is certified check or money order. PayPal is also an option. Please contact the Advertising Manager for payment details. Ad fees are nonrefundable and your ad space is not reserved until your payment has been received by Petite Purls.
3. Advertising must be submitted in the exact pixel size specified on Petite Purls' rate card in either JPG or GIF format, with a resolution of 72 ppi. No animated GIFs or flash-based ads are permitted. Once an issue of Petite Purls has been archived, if you wish to make a change to your ad [for example, if you change the URL the ad links to, or wish to use new artwork], the fee is \$50.
4. Advertisers receive one blog post within the duration of the sponsored issue being live in our "Advertisers Spotlight" series, where an entire blog post is devoted to your business or product. This can be an overview of your shop or product, or we can promote something new your business is offering.
5. Prices are in US dollars, effective June 1, 2010, and are subject to change at any time.
6. Petite Purls would be happy to create your ad for you. All text/copy, images and logos would need to be received two weeks prior to the advertising deadline. The fee is \$50 for square ads and \$100 for all other ads. Any minor changes requested to your ad's artwork after you have given final approval are subsequent to an additional \$50 fee.