



Petite Purls

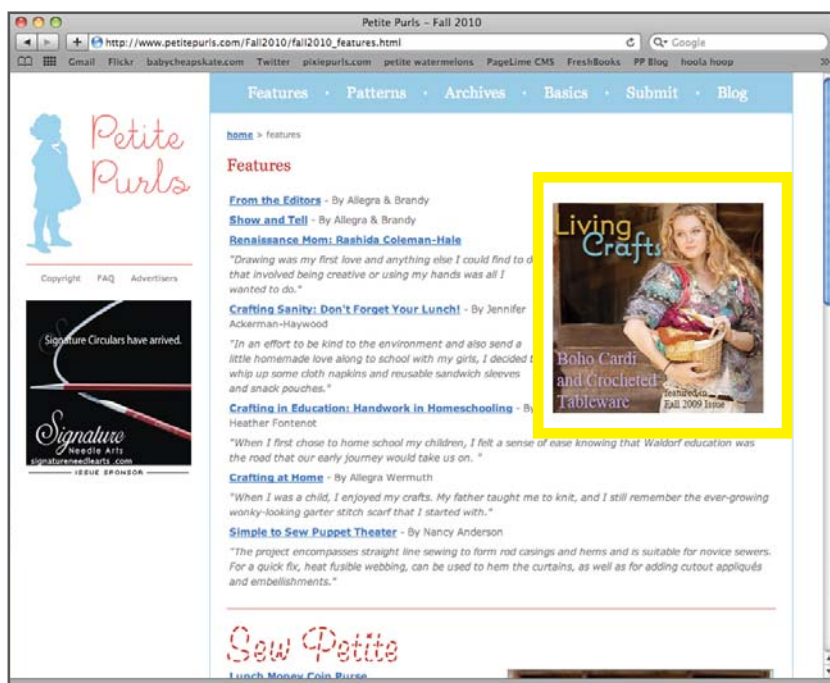
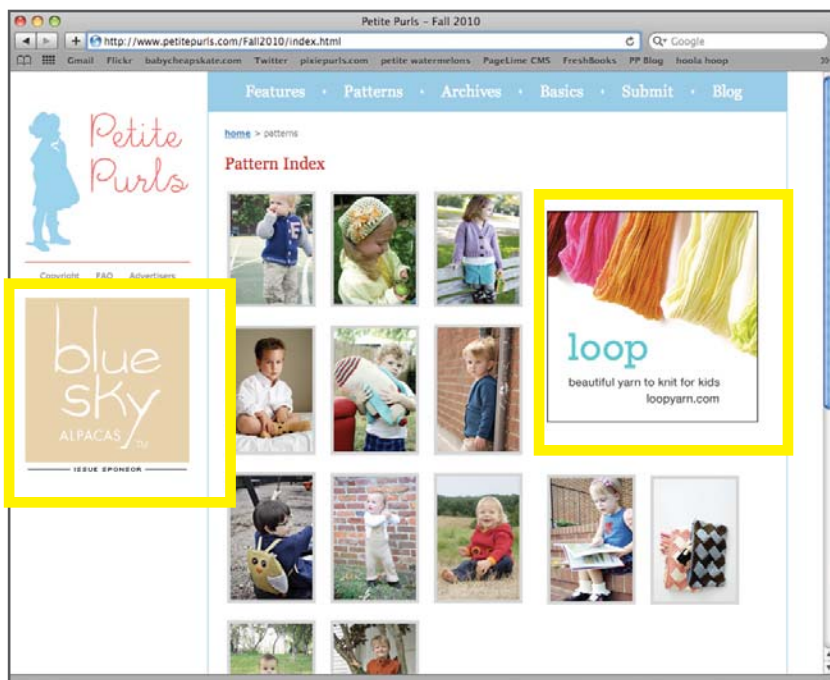
knit, crochet, sew, craft, love

Advertisement Guidelines

Updated January 2011

www.petitepurls.com

Petite Purls Issue Advertisement Rate Card



1. \$700 Issue Sponsor (200wx200h)
2. \$2,400 Annual Sponsor (200wx200h)
3. \$400 Pattern Index (255wx255h)
4. \$400 Feature Index (255wx255h)
5. \$400 All Pattern pages (760x90h)
6. \$300 All Feature Content Pages (760x90h)
7. \$200 Seasonal Archives Page (760x90h)
8. \$200 Seasonal Blog Ad (760x90h)
9. \$30 Issue Marketplace (250x100h)

Issue Sponsor ads can be found on the left hand side under our logo, rotating with other issue sponsors (up to 3 total). This ad shows on all pages within the issue 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. Issue sponsor is available for \$2,400 annually.

Feature and Pattern Index ads can be found on right hand side of page as a square ad. It is a rotating ad, this space is shared with up to 3 other advertisers.

Pattern pages ads appear on **all** pattern pages for the entire issue, the ad will rotate with other pattern ads, but will appear on any given pattern page, 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 pattern pages. This ad would maintain its place in the archives.

Pattern page ads for past issues are available at a 50% discount. We have many popular patterns in past issues that receive many pageviews.



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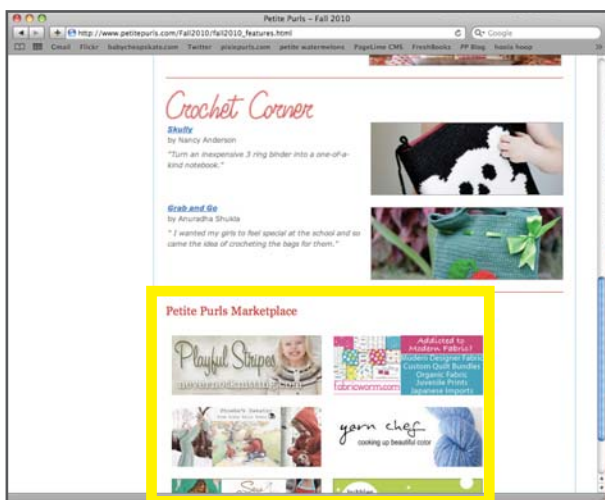
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Additional Information

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 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.

Feature Page Petite Purls Marketplace



Pattern Page (All pattern pages)

