

CONTACT INFORMATION

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Advertising Placement Questions

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New Leaf offers a promotion system seamlessly integrated between online and print. Monthly we publish our beautiful, full color announcement catalog, NEW LEAVES UPDATE. Each issue is simultaneously published as a digital “flip-page” edition on our website and back issues are archived in perpetuity and there is a convenient search tool which searches through all issues simultaneously. This means that your ads live on and on! Every product advertised is linked to that product’s detail page from which buyers can place orders. Buyers love this! They can go through the print edition, mark it up and quickly go through the online edition clicking and ordering their choices.

NEW LEAVES UPDATES are scoured cover to cover by most store buyers each month making ads here a must for new titles and products. This is where buyers look for what’s new as well as for deals. It features hundreds of items at special discounts and New Leaves ads are a great value because of the low rates and high number of viewers. The publication is geared toward items new to New Leaf within six months of the publication date, or older items on which a vendor wishes to give a special discount for the month. For added results, we encourage you to run specials with your ads offering extra discount.

Our **WEBSITE**, www.newleaf-dist.com, is our store buyer’s primary tool for product selection and ordering. We offer **WEB ADS** in multiple sizes and locations. We also offer **WEB SPECIALS** that are available only on our web site. Our site gets many public visits in addition to store buyers, so ads get consumer attention as well. All ads are linked in multiple ways to both individual products and vendor’s product lines. Buyers see web ads at the time they are selecting and ordering — it’s only a matter of a few clicks to drop products into their shopping cart from an ad.

Our **ENHANCED PRODUCT DETAIL PAGES** give you much higher conversion rates from views to buys. This is a self managed program permitting vendors to give buyers much more product information — extra images, more description room than Amazon, sample content, reviews, audio and or video clips and more. Please see download Enhanced Product Detail Pages Information.

eLEAVES is our weekly email newsletter. With over 1,100 buyers having opted in, eLeaves is our most frequently read publication. It contains highlights of what is coming or what has actually been received in the last week. Because of its timeliness and announcements of media events, many buyers say it is one of their most important tools. Ads here can link to product detail pages and can also link to a video or audio clip for an additional \$25 per clip. As with web ads, enhancing the product detail pages and offering a special is the way to get the most attention.

eFLYERS are an inexpensive way to reach an opt-in list of 900 — 1,000 buyers by product type. They can include links to video and audio clips making eFlyers an even better value. Our **Enhanced Exposure Package** includes up to (3) three distributions of 500 printed versions of your eFlyer subsequent to the distribution of your electronic version. The cost is \$250 per 500 one-sided flyers. Flyers are printed in-house and distributed monthly. NOTE: We no longer accept printed flyers sent for distribution.

EVOLVE! MAGAZINE HOLIDAY EDITION 2012

*It's Baaaack!!
For 2012 and beyond...*

EVOLVE! Magazine



Featuring a variety of articles, interviews and product reviews to inform and make readers aware of new products for the holiday gift buying season, the renewed publication will be distributed free to consumers starting in October 2012!

We will print an annual edition of our popular consumer publication Evolve Magazine, and distribute 50,000 copies of the 2012 Edition through our retailers and other distribution channels. Additionally, we will have a digital edition which will include links to our web site for all advertised products, and a link to your web site as well! The entire publication will be downloadable as well for maximum exposure to our retailers and consumers alike!

So PLAN NOW to take advantage of the best advertising opportunity of the year!

Ad Deadline	Pub to Stores
August 3, 2012	October 1, 2012

NEW LEAVES UPDATE WHOLESALE CATALOGS	AD DEADLINE	CATALOG TO STORES
JANUARY 2012 - Divination	December 2, 2011	December 28, 2011
FEBRUARY 2012 - Health & Wellness	January 6, 2012	January 30, 2012
MARCH 2012 - Books: Spring Releases	February 3, 2012	February 27, 2012
APRIL 2012 - Recordings: Spring Releases	March 2, 2012	March 30, 2012
MAY 2012 - Sidelines: Spring Releases	April 6, 2012	April 30, 2012
JUNE 2012 - Trade Show	May 4, 2011	May 28, 2012
JULY 2012 - 2013 Calendars & Periodicals	June 8, 2012	June 29, 2012
AUGUST 2012 - Books: Fall Releases	July 6, 2012	July 30, 2012
SEPTEMBER 2012 - Recordings: Fall Releases	August 3, 2012	August 31, 2012
OCTOBER 2012 - Sidelines: Fall Releases	September 7, 2012	September 28, 2012
NOVEMBER 2012 - Holiday Gifts	October 5, 2012	October 29, 2012
DECEMBER 2012 - Children & Young Readers	November 2, 2012	November 30, 2012
JANUARY 2013 - Divination	December 7, 2012	December 28, 2012

AD CONTENT REQUIREMENTS

ALL ads must include:

- ISBN-13 or UPC code for each advertised product for ease and accuracy of ordering.
- Suggested regular retail price of product.

DO NOT INCLUDE these in your ads:

- Items which New Leaf does not sell or have been approved for distribution.
- Contact information including email addresses, your phone number, or your street or P.O. box address

We reserve the right to refuse ads that do not meet our specifications at our discretion. If your ad doesn't meet our specifications (missing files, content issues, etc.) you will be asked to re-submit the corrected ad if time allows, or if not, we will correct (if possible) and our services billed at \$60.00 per hour (minimum charge \$15.00)

MECHANICAL REQUIREMENTS FOR PRINT ADS

Submit your ad proof, and your finished ad, as an electronic format file with a resolution of 300 dpi. Only the following file formats are acceptable: PDF, JPEG, or TIFF (preferred). Include the file type designation on the file name (.pdf, .jpg, .tif).

Fonts must be imbedded or changed to outlines in PDF files. If additional work is required to insure files output correctly, there will be additional charges.

Do not send files that link to other files.

Spreads (2 pages) must be submitted as *two separate pages* (8-3/4" x 11-1/4" or 7-1/4" x 10") rather than a single tabloid size (11" x 17"). Left/right placement for spread pages must be noted.

Quarter-page and half-page ads that are not **bordered** will have a border added at a fee.

Ads that require design production work or editing will incur additional charges. We reserve the right to perform the work and apply the additional charges to final invoice at our discretion. We will notify you as time allows.

Discs and other materials will be returned only if self-addressed, stamped return envelope is supplied. *Please keep your own copies of your ad(s) and files for future use in our catalogs should they be lost or become unusable for any reason.*

Ads may be emailed to ads@newleaf-dist.com or sent by mail on a PC format disc (no Mac format discs) to Ad Coordinator, New Leaf, 401 Thornton Rd., Lithia Springs GA 30122.

Print Advertising

CATALOG DISPLAY AD RATES

AD SPACE	1X RATE	3X RATE	6X RATE	9X RATE	12X RATE
FULL PAGE	\$695	\$625	\$560	\$500	\$450
HALF PAGE	\$425	\$385	\$350	\$315	\$285
QUARTER PAGE	\$250	\$225	\$200	\$180	\$160
SHOWCASE	\$130	\$130	\$130	\$130	\$130
SPREAD	\$1,150	\$1050	\$950	\$850	\$775
**FIRST PAGE	\$795	\$795	\$795	\$795	\$795
**INSIDE FRONT COVER	\$800	\$800	\$800	\$800	\$800
**BACK COVER	\$850	\$850	\$850	\$850	\$850
**FRONT COVER w/FULL PAGE	\$995	\$995	\$995	\$995	\$995
**FRONT COVER w/IFC Spread	\$1,495	\$1,495	\$1,495	\$1,495	\$1,495

(Front Cover Ad Package can include an optional 800-1,000 word article. Contact Ad Coordinator for more information and requirements.)

EVOLVE MAGAZINE DISPLAY AD RATES

AD SPACE	RATE	AD SPACE	RATE
FULL PAGE	\$1,375	**FIRST PAGE	\$1,850
HALF PAGE	\$935	**INSIDE FRONT COVER	\$1,950
QUARTER PAGE	\$550	**BACK COVER	\$2,200
EIGHTH PAGE	\$300	**FRONT COVER w/FULL PAGE	\$3,000
SPREAD	\$2,475	**FRONT COVER w/Spread	\$3,495

**** SPECIAL PLACEMENT ADS REQUIRE RESERVATIONS!**

Please contact Advertising Coordinator at ads@newleaf-dist.com for availability and reservations. To receive the multiple rate discounts, insertion orders must be submitted together.

CONSIGNMENT VENDOR DISCOUNT - New titles (those within the first year of publication or newly contracted with New Leaf) get 15% discount on all print advertisements in our monthly Update catalog. *Discounts do not apply to electronic advertisements*

DISPLAY AD DIMENSIONS

Full page	7-1/4"W x 10" H
Full page bleed	8-3/4"W x 11-1/4" H
Half page Wide	7-1/4" W x 4-3/4" H
Half page Tall	3-1/2"W x 10" H
Quarter Page.....	3-1/2"W x 4-3/4" H
Eighth Page	3-1/2"W x 2-1/4" H
Spread	2 separate full or full bleed pages

FULL PAGE BLEED 8 3/4" x 11 1/4" LIVE AREA 7 1/4" x 4 3/4"	FULL PAGE 7 1/4" x 10"	HALF PAGE 7 1/4" x 4 3/4"	HALF PAGE TALL 3 1/2" x 10"	8TH PAGE QTR PAGE 3 1/2" x 4 3/4"
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GRAPHIC DESIGN SERVICES

New Leaf offers graphic design and printing services to our vendors upon request. Items advertised must be carried by New Leaf. Please email graphics@newleaf-dist.com, prior to submission of insertion orders, for a price quote and more details on designing advertisements or flyers. We also offer editing services on pre-existing graphics or ads, when applicable, at \$60.00 per hour, billed in 15 minute increments.

Please note: Deadlines to order New Leaf-created ads are approximately three weeks prior to published ad deadlines!

Website Advertising

WEB AD OPTIONS

	Ad Type	Ad Size (Pixels)	Ads on Page	Max Ads in Rotation	# Exposures per Period	Run Period
PUBLIC HOME PAGE	Banner	800 x 112	1	5	7,100	4 wks
	Triple Deep	160 x 240	1	5	7,100	4 wks
	Double Wide	300 x 80	4	5	7,100	4 wks
	Double Deep	160 x 160	2	5	7,100	4 wks
	Small	160 x 80	2	5	7,100	4 wks
LOG-IN PAGE	Banner	800 x 112	1	5	388	4 wks
	Triple Deep	160 x 240	1	5	388	4 wks
	Double Deep	160 x 160	2	5	388	4 wks
	Small	160 x 80	3	7	276	4 wks
RETAILER HOME PAGE (LOGGED IN)	Banner	800 x 112	1	5	412	4 wks
	Triple Deep	160 x 240	1	5	412	4 wks
	Double Deep	160 x 160	1	5	412	4 wks
	Small	160 x 80	5	7	194	4 wks

WEB AD RATES

	Ad Type	1 Period	2 Periods	3-5 Periods	6 or more Periods
PUBLIC HOME, LOG-IN OR RETAILER HOME PAGE	Banner	\$250	\$237.50	\$225	\$200
	Triple Deep	\$175	\$166.25	\$157.50	\$140
	Double Wide	\$150	\$142.50	\$135	\$120
	Double Deep	\$150	\$142.50	\$135	\$120
	Small	\$75	\$71.25	\$67.50	\$60

How Ads Work — Each time a buyer goes to a page, ads rotate so that we keep the buyer's attention by not constantly showing the same ads. No more than 5 ads will rotate through a position except for the small ads on the Log In Page and the Logged In Home Page where there can be as many as 7. Duration of ads will be for a period of four weeks. There will be 13 four-week Ad periods begin at 8:00 AM Eastern on a Monday and end on the second following Monday at 7:59:59. Examples: The first period in 2012 runs from 8 AM Monday, January 2 through 7:59:59 Monday January 30. The third period runs from 8 AM Monday, February 27 through 7:59:59 March 26. Your ads will be scheduled in the soonest available time period unless you request a later time. You may choose to run an ad in consecutive periods or indicate a future period by giving a date. We will schedule your ad in the nearest period to your chosen date. (You do not need to count the calendar weeks.)

Ads may link to a list of all titles/products of a vendor or imprint, a selection of titles/products or a single item. These will be designated on the **Web Ad Insertion Order**. If the ad links to a list, any item on the list may be clicked to reach the detail page for that item.

Page Descriptions: (Please visit our web site at www.newleaf-dist.com for examples of web advertisements.)

- **Home Page** — main page for which there is public access and we get many more visit than log ins. We know that buyers use it for quick look ups without logging in and that sometimes they direct their customers to this page to search or browse. Features to be announced are being added to enhance traffic.
- **Log In Page** — page where buyers log in to place orders. Most customers have this page bookmarked so it's their point of first contact.
- **Logged In Home** — This is the page buyers see after logging in. (Buyers sometimes return to this page during sessions.)

Instructions for Submitting Web Ads

Ads will either run in the next available four week period or you may schedule for the four week period nearest a given date. Repeats may run consecutively or be repeated in periods closest to given dates.

To lock in frequency discounts for calendar 2012 before actual titles and dates are known, use the Advance Buy Order.

Once the titles and schedules are known, Web Ad Insertion Orders should be submitted as soon as possible to lock in preferred dates.

IMPORTANT: A separate Web Ad Insertion Order is required for each ad.

No Advance Buy Order is necessary for a single web ad even if it is to run multiple times.

Please submit all Advance Buy Orders, Web Ad Insertion Orders and ad images to ads@newleaf-dist.com. Images should be RGB in either .jpg, or .png format saved at 72 dpi.

INSERTION ORDERS / PAYMENT / BILLING

You must submit a signed insertion order for each ad placement.

Payment for advertising is due with the insertion order and may be made by check, credit card (MasterCard or Visa), Co-op contract or by deduction from your New Leaf vendor account if the balance due you exceeds the charges for your ad (requires approval). Co-op contracts are invoiced at publication with payment due within thirty (30) days of the invoice date. Ads received after the deadline will be used in the following month's publication. We reserve the right to refuse ads that do not meet our specification, or for other reasons, at our discretion.

You may download/print an ad insertion order by going to www.newleafvendors.com, or email us at ads@newleaf-dist.com and request a PDF be sent to you.

WEB SPECIAL ADS

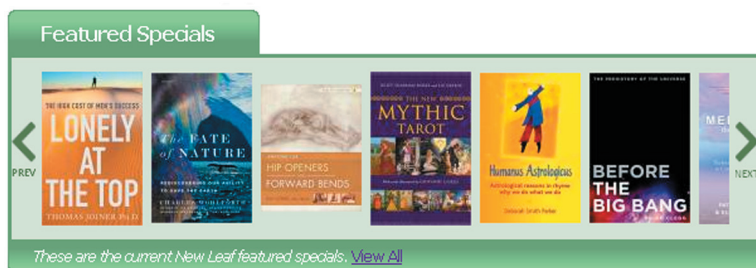
Here's what you get:

- A thumbnail image of your new title/product displayed in a carousel ad for one month. See below for sample image or go to <http://newleaf-dist.com/>
- This carousel displayed prominently on the public home page and the logged in home page, as well as the relevant master catalog page. This is a great opportunity for multiple exposures.
- Carousel ad has hover capability to display key product details such as title, ISBN and retail price.
- Clicking the image of your title/product on the carousel takes the customer to your detail page from which they can order when logged in.
- A link under the ad takes customers to the complete list of all titles/products on web special, along with product details. Customers viewing the carousel ad from the logged in home page will be able to order with only one more click.
- In order to generate interest and encourage retailers to stock your title, New Leaf will offer your books/products to retailers in an Introductory Special for the same month that the carousel ad runs. To make this possible, you provide an extra 10% off of the cost of goods for the first month, and in exchange New Leaf passes a 46% discount off of retail to the retailers for that same period.

This promotion costs \$50 per title/product. You will be able reach our entire customer base with information specific to your titles/products. We offer the following frequency discounts as well:

2 Web Specials = \$40 each 3 Web Specials = \$35 each 4 Web Specials = \$30 each

To order this promotion, please fill out the **Web Special insertion order** form (which can be downloaded at www.newleafvendors.com) and return it to books@newleaf-dist.com. Please contact your buyer for further details or for any questions you may have about promoting your titles/products through New Leaf.



ELEAVES

	Ad Type	Ad Size (Pixels)	Ad Rates
OPTIONS AND RATES	Top Banner	740w x 101h	\$250
	Bottom Banner	740w x 101h	\$200
	Sidebar 3	170w x 510h	\$175
	Sidebar 2	170w x 340h	\$150
	Sidebar 1	170h x 170h	\$125
	Audio / Video Clip	(Each)	\$25

Please submit image and eLeaves Advertising Insertion Order to ads@newleaf-dist.com. Images should be RGB in either .jpg or .png format saved at 72 dpi.

EFLYERS

Rate is \$125 plus \$25 for each audio clip. For the **Enhanced Exposure Package**, the rate is AN additional \$250 per 500 printed flyers. Please submit 72 dpi full-page jpg graphic file (7-1/4" x 10"), video or audio clips and eFlyer Distribution Order to ad@newleaf-dist.com. For Enhanced Exposure Package, send a 300 dpi version of your E-Flyer (rather than 72 dpi) and we will handle the rest.