



# Advertising Information for 2017!

## Overview of Advertising through New Leaf

*New Leaf Distributing has an extensive selection of advertising vehicles to suit every type of product or title. From print ads to web ads, from catalogs to magazines, we have something that will help build your sales:*

### Contact Information

Have a question about placing ads through New Leaf?

Need help figuring out how best to advertise your titles or products?

Afia Medley-Simmons  
[ads@newleaf-dist.com](mailto:ads@newleaf-dist.com)  
 770-948-7845 ext. 3047  
 Fax 770-944-2354

### Graphic and Technical Questions

Tom Orlovsky  
[newleafgraphics@lotuspress.com](mailto:newleafgraphics@lotuspress.com)

- Our flagship advertising medium, New Leaves Update, is circulated monthly, features a different line of product each month and offers beautiful color ad options in a variety of sizes and prices. ([More Info Click Here](#))
- Our premier consumer magazine, Evolve!, now in its 10th year, is produced in the spring and fall and offers exposure not only to the body mind spirit niche but also to the entire distribution chain. It has become a mainstay for those seeking information about cutting edge books and products and for those who want to stay informed. ([More Info Click Here](#))
- Our digital ads include a variety of sizes, shapes and placements of web ads on our wholesale site where customers shop our inventory. ([More Info Click Here](#))
- We also offer email based advertising, such as our new Brand Spotlight ([Brand Spotlight - Click Here](#)) and Enlightened Buyer ([Enlightened Buyer - Click Here](#))

*Please visit our vendor/publisher website at [newleafvendors.com](http://newleafvendors.com) for additional information about advertising through New Leaf.*

### Evolve! Magazine

#### New Spring and Fall Editions for 2017!

#### Why advertise in *EVOLVE!* Magazine

- *Evolve!* is placed in the hands of buyers – both store buyers and consumers
  - Circulation is over 20,000 copies
- *Evolve!* Sells your products and titles
- *Evolve!* Advertises your brand/strengthens name recognition
  - *Evolve!* Is a highly respected hand selling tool
- *Evolve!* Ads are very competitively priced
  - Published semi annually
  - Premium Placement ads (covers, 1st page) are limited. Act now to reserve!

| Ad Deadline     | Pub to Stores |
|-----------------|---------------|
| March 6, 2017   | April, 2017   |
| August 28, 2017 | October, 2017 |

### Graphic Design Services

New Leaf Distributing offers graphic design and editing services upon request. The fee is \$60 per hour with a \$30 minimum.

**NOTE: Deadlines to order graphic and editing services are three weeks prior to published ad deadlines**

| New Leaves Update Wholesale Catalogs                             | Ad Deadline       | Catalog to Stores  |
|--|-------------------|--------------------|
| JANUARY 2017 - Health, Affirmations, Yoga                        | November 11, 2016 | December 14, 2016  |
| FEBRUARY 2017 - Spiritual Paths                                  | December 9, 2016  | January 18, 2017   |
| MARCH 2017 - Bringing the Trade Show to You                      | January 13, 2017  | February 15, 2017  |
| APRIL 2017 - Books: Spring Releases                              | February 10, 2017 | March 15, 2017     |
| MAY 2017 - Body, Mind & Spirit Gifts/Sidelines: Summer           | March 10, 2017    | April 17, 2017     |
| JUNE 2017 - Bringing the Trade Show to You/INATS                 | April 7, 2017     | May 17, 2017       |
| JULY 2017 - Calendars & Periodicals                              | May 12, 2017      | June 14, 2017      |
| AUGUST 2017 - Lifestyle Complements: Books, Gifts and Recordings | June 9, 2017      | July 17, 2017      |
| SEPTEMBER 2017 - Bringing the Trade Show to You                  | July 14, 2017     | August 16, 2017    |
| OCTOBER 2017 - Holiday Body, Mind and Spirit Gifts               | August 11, 2017   | September 18, 2017 |
| NOVEMBER 2017 - Body, Mind & Spirit Gifts/Sidelines: Winter      | September 8, 2017 | October 18, 2017   |
| DECEMBER 2017 - Astrology, Tarot, Divination                     | October 13, 2017  | November 15, 2017  |
| JANUARY 2018 - Health, Affirmations, Yoga                        | November 10, 2017 | December 15, 2017  |

**Please note: All Ad Deadlines are final!**



**Cancellation Policy**

No Cancellations. If you sign an Advertising Insertion Order Contract for a publication and then do not turn in your ad, you will be charged for the ad. You may submit your ad at a later date within the same calendar year. There will be no refund.

**Ad Content Requirements**

Submit your ad proof, and your finished ad, as an electronic file format 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 embedded or changed to outlines in PDF files. If additional work is required to insure file output correctly, there will be additional charges.

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. If additional work is required to insure files output correctly, there will be additional charges.

**Ad Content Requirements**

ALL ads must include for each advertised item: ISBN-13 or UPC code and suggested retail price of product.

**DO NOT INCLUDE these in your ads:**

- Items which New Leaf does not sell
- Items which have not been approved by the Buying Department for distribution
- Contact information
- Email addresses
- Phone numbers
- Mailing addresses
- Web addresses

We reserve the right to refuse ads that do not meet our specifications. For additional information about Ad content or mechanical requirements, go to [\(Requirements - Click Here\)](#)

**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 LISTING*         | \$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 Half Cover         | \$550   | \$550   | \$550   | \$550   | \$550    |
| **FRONT COVER w/FULL PAGE | \$995   | \$995   | \$995   | \$995   | \$995    |
| **FRONT COVER w/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 |
| SHOWCASE LISTING* | \$300   | **FRONT COVER w/FULL PAGE | \$3,000 |
| SPREAD            | \$2,475 | **FRONT COVER w/Spread    | \$3,495 |

**PREMIUM PLACEMENT ADS ARE LIMITED**

Please contact Advertising Coordinator at [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com) for availability and placement.

**Display Ad Dimensions**

|   |  |
|---|--|
| Full Page.....  | 7-1/4" W x 10" H                           |
| Full page Bleed.....  | 8-1/2" W x 11" 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                        |
| *Showcase Listing (1/8th Page - <i>includes graphic and blurb only</i> )..... | 3-1/2" W x 2-1/4" H                        |
| Spread.....   | <b>2 separate</b> full or full bleed pages |

AD SIZE  
8 1/2" x 11"  
FULL PAGE BLEED  
8 3/4" x 11 1/4"  
LIVE AREA  
7 1/4" x 10"

FULL PAGE  
7 1/4" x 10"

HALF PAGE  
7 1/4" x 4 3/4"

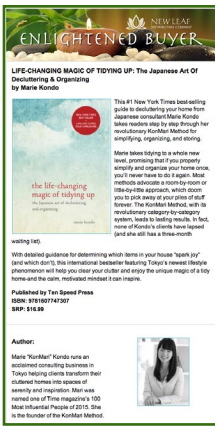
HALF PAGE TALL  
3 1/2" x 10"

SHOWCASE  
QTR PAGE  
3 1/2" x 4 3/4"

**CONSIGNMENT VENDORS**

Get 15% discount on all print advertisements 1/4 page or larger.

## Enlightened Buyer



Enlightened Buyer is our premier author-centric/artist-centric email based advertisement, focusing on one title or product. Enlightened Buyer is excellent for those who only have a few titles or for those who want to highlight an individual title. This email blast is designed to elevate the title with a more information rich profile than ever before that includes:

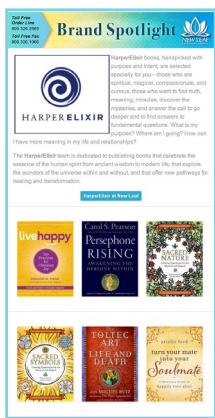
- Cover and title/product details
- Author's website
- Author image (head shot)
- Author's or title's Facebook page
- Author/artist profile
- Goodreads
- Blurbs
- Author's other titles/products
- YouTube
- New Leaf's "Where in Your Store" shelving advice
- Author's Twitter

### Enlightened Buyer:

- Takes the product page description beyond the simple listing
- Shows the buyer the potential for customer interest and breadth of audience
- Offers product placement advice
- Builds your name recognition
- Gives the book relevance to the retail buyer
- Lets the buyer experience the author's message first hand
- Makes the purchase easy for customers
- Offers multiple social media exposures

**The cost of this advertisement is \$175. Please complete the ad insertion order form and see the section "How to Order Advertising".**

## Brand Spotlight



Brand Spotlight is our newest addition to the advertising lineup, offering a renewed focus on your brand. The Brand Spotlight offers:

- Your logo, your mission statement, your titles or products – nothing else
- Option to pass a special price to the store customers in order to jumpstart sales
- Rich images to capture and hold the buyer's attention
- Proven showcasing of your brand out of the thousands of brands that New Leaf carries
- Two transmissions over a one month period to super charge the exposure
- Over 2800 recipients per issue
- Average of 15% opens per issue

### Each Brand Spotlight includes:

- Mission statement
- Logo
- Up to 12 featured books/products
- Image and description of each

**The cost of this advertisement is \$250. Please complete the ad insertion order form and see the section "How to Order Advertising".**

## Featured Specials Ads:

This is our most cost effective advertising at \$50 per item. You will reach our entire customer base with information specific to your titles/products. To order, please fill out the Special insertion order contract and see the section "How to Order Advertising". We also offer the following frequency discounts:

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

For \$50 or less, you get:

- A thumbnail image of your new title/product displayed in a carousel ad for one month on public home page, logged in home page, and master catalog page.
- Carousel ad has hover capability to display key product details such as title, ISBN and retail price, as well as ability to view detail page from which customer can order.
- A link allows viewing of complete Featured Specials titles/products detail listings.
- An Introductory Special for the same month that the carousel ad runs which costs you only 10% off cost of goods for one month.

## eLeaves

E-leaves is our weekly email newsletter. With a robust circulation, E-Leaves is one of our most frequently read publications. It contains highlights of two types of new additions: titles not yet published and titles/products that are newly received into our warehouse. Because of its timeliness, many buyers say it is an important buying tool. Ads in E-Leaves link to product detail pages on our website and can also link to a video or audio clip for an additional \$25 per clip. Support it's effectiveness with [Enhanced Product Detail Pages](#) and a [Special](#) to maximize attention to your titles and products

| Ad Type            | Ad Size (Pixels) | Ad 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 Contracts to [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com)

**Images should be 72 dpi RGB .jpg (JPEG) files**

OPTIONS  
AND  
RATES

**Website Advertising**

- Ads rotate per visit based on the number of ads in rotation for that page. The minimum duration of each ad is one month. Ads start running at 8am on the first day of the month requested and stop on the first day of the next month(s) 7:59am Eastern.
- Ads may link to a list of all titles/products of a vendor or imprint, a selection of titles/products or a single item. You may designate these on the Web Ad Insertion Order Contract. If the ad links to a list, any item on the list may be clicked to reach the detail page for that item.
- Images should be RGB in either .jpg, or .png format saved at 72 dpi.
- Through WEB ADS, you will be able to get the attention of store buyers when they are in the process of ordering.
- Buyers love web ads that they can click on to learn more about the books and products. In seconds they can order the item, add it to their next order or put it on their "Wish List."
- Add [Enhanced Product Detail Pages](#) to present additional information about your products. These may include embedded audio and video! [More information...](#)
- As with all ads, we encourage you to also offer special discounts. [More information...](#)

**Instructions for Submitting Web Ads**

Web ads will run from the 1st of the month through the end of the month. Repeat ads can run consecutively, or you may choose which months you want repeat ad to run in.

To lock in frequency discounts before actual titles and dates are known, please send a Web Advertising Insertion Order Contract with approximate dates filled out. We can change the dates and add the titles once this information is known. **IMPORTANT:** A separate Web Advertising Insertion Order Contract is required for each different ad. If you will run the same ad multiple times, you can submit one insertion order contract, and note the months you want the ad to run.

Please submit all Web Ad Insertion Order Contracts and all ad images to [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com) Images should be 72 dpi, .jpg (JPEG) files

**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      |

**Ad Contract/Payment Requirements**

You must submit a signed insertion order contract for each ad placement. Payment for advertising is due with the insertion order contract. Payment may be made by: credit card (Master Card or Visa), check, Co-op contract or by deduction from you New Leaf account if the balance due you exceeds the ad charges (requires approval).

**How to Order Advertising**

Please submit an ad insertion order contract for each ad you would like to place. You may download/print the necessary contract by going to [Ad Order Forms](#) or by emailing [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com) and requesting a contract be sent to you.

**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              |

**Advertising Plan Design**

The most effective advertising is planned well in advance and includes as many exposures as you can comfortably afford. We can help you design the ad plan that meets your needs and suits your wallet. We can also help you stretch your advertising dollars by designing a plan that takes advantage of the frequency discounts that we offer for Updates and web ads. Call Afi Medley—Simmons, 770-948-7845/3047, or email [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com). This service is free!