

Advertising FAQ's

Do you still have the Database Listing Fees?

Yes. These fees apply to vendors who choose not to advertise any of their products through New Leaf. For information, please go to www.newleafvendors.com and click link in left column.

Why am I billed \$15 per quarter for an Enhanced Product Detail Page for my single book when publishers with more books pay only \$1.50 for a single book?

There are administrative costs with the billing process which requires us to set a billing minimum. We feel that \$60 a year is still a very good value for a single book publisher, but we also want to encourage larger publishers to enhance their pages for many titles. For a publisher with 100 titles, \$600 is affordable.

Is there a limit to how long I may run my web ad?

Web ads are run for four week periods. You may repeat as often as you wish or choose many different periods throughout the year.

When is the best time to advertise?

Web ads are inexpensive so they can be repeated many times throughout the year even with a minimal budget. Wholesale buying is not the same as retail - lead time is needed for the retailer to order merchandise from us and have it shipped to their store and advertising should be planned accordingly. September through November are optimal months for advertising to wholesale buyers for the holiday selling season.

What is an ad insertion order?

Our ad insertion order is the contract between the advertiser and New Leaf stating that you are committing to the advertising indicated on the form and that you agree to pay the fees involved in that advertising. As with any contract you sign, it is legal and binding. This includes ad order forms for all print and web advertising, and other promotional services such as graphic design as well.

What is the "Web Advertising Advance Buy Order"?

This form is used to lock in frequency discounts for web ads. The "Web Advertising Insertion Order" needs to come to us at the same time as the image for the ad to avoid confusion on our end. Web ads work differently from print ads where an insertion order may be submitted in advance. The "Web Advertising Advance Buy Order" is also a contract between the advertiser and New Leaf and is a binding agreement.

I am asked to send in my print ad art file at 300 dpi. What is dpi and what does it mean?

"DPI" literally means "dots per inch". This terminology is used to describe the resolution of printed images on paper. The higher the dpi, the finer and clearer the resolution of the printed material. 300dpi is the standard resolution for normal high resolution setting for printed images on paper. Resolutions lower than this can cause printed images to look fuzzy or "pixilated".

I notice that the web ad dimensions are in pixels. What is a pixel?

Pixels are the units with which computer screens and monitors resolutions are measured. The higher a monitor pixel count, the greater and finer the screen resolution. They are the "dots" that create the pictures you see on the screen. Graphics are prepared for the web at a maximum resolution of 72 dpi or

ppi (pixels per inch, ppi and dpi are interchangeable). Images with resolutions larger than 72 ppi display larger on the screen rather than sharper as is the case with print resolutions.

I have chosen an introductory package. Do I send a separate file for the eFlyer and one for the print ad in the catalog?

You may send one art file in color at 300 dpi and we can use the same file for both with some slight modification for use as the eFlyer.

I've never created an ad. Do you have a sample ad that I could see so that I know what to include?

The digital edition of our monthly update catalog is posted on our website every month at www.newleaf-dist.com. You may view that to see all ads that were included in the latest issue. This should give you an idea of the types of ads that normally run in our catalog.

Would New Leaf be able to create my ad? We offer Graphic Design Services only for print ads at this time. Download details at <http://newleafvendors.com/ads/>.

I have a question about advertising that is not covered in the information on the web. Who should I contact?

Because of the sheer number of vendors that we deal with every day, voicemail is not as efficient as email for transferring information, so please put your questions in an email to ads@newleaf-dist.com. The Ad Coordinator will call you if it is necessary to speak by phone. Please provide your time zone and the best times to reach you along with your telephone number. Though we strive to respond within 24 hrs, sometimes that is difficult, so please allow 2 business days for a response.

I want to pay by check but I want to fax in my Ad Insertion Order. Who do I send the check to?

Please send all payments to: New Leaf Distributing Co., Ad Coordinator, 401Thornton Rd., Lithia Springs, GA 30122. Please make a note on the check as to ad size and type/time (i.e Jan. update ¼ pg ad or Small Web ad for February, etc.) Make sure the vendor name is either on the check or noted.

I am sending a check for my ad. When will the check be processed?

If the check is sent as noted above with information on the check that will help to match the check to the ad insertion order, then the check will be processed within 4 business days.

When will my credit card be charged for my ad?

New Leaves Ads – Charges for New Leaves will be run on the second Friday of each month for the catalog that is to run the following month. (Payments for the March issue will be billed and charged the second Friday of February) If the credit card should decline for any reason, an email will go out that day and the vendor will have one week to respond with new payment information or the ad will be pulled from the line up and can go into a subsequent issue as soon as new payment information is supplied.

Other Ads – All other ads will be charged before they run. If a card is declined, you will be notified and your ad postponed until payment is received.

How can I see my web ad once it is running?

Please request a web log-in and we will give you access to the retailer's site. Contact ads@newleaf-dist.com.

Can I use animation in my web ads?

No, we only accept static .jpg and .png images for banners and web advertisements.