

New Leaf • 2011 Advertising Information

EVOLVE!

EVOLVE! A Magazine of Evolutionary Products, People and Ideas

Ads in this popular and effective magazine are recommended for all product types. Published quarterly, **Evolve!** is distributed free to consumers by our customer stores. As a consumer magazine it does double duty, reaching both retail consumers and store buyers. Stores are much more inclined to stock items when they know that their customers will be seeing ads for them in a publication they are giving out. Current circulation is approximately 30,000 for each issue, and you can promote a product for as little as \$250. For more information,



please contact Ginger Price at 770-948-7845 x3166.



For announcements, updates, and most current information about all of our advertising opportunities, check out http://newleafvendors.com/ad_info.php

WHOLESALE ADVERTISING

E-LEAVES WEEKLY ELECTRONIC NEWSLETTER — With over 1,600 buyers having opted in, **E-Leaves** is our most frequently read publication. Because of its timeliness and announcements of media events, many buyers say it is one of their most important tools. The cost is \$300 for the top banner position and \$250 for the bottom banner position. Sidebar banner ads are \$125, \$175, and \$225 depending on the size of the banner. Each banner ad links back to a product page on our web site which include product image and description. Either type of ad can also link to a video or audio clip for an additional \$25 per clip.

MONTHLY NEW LEAVES UPDATES — Our monthly announcement catalog features hundreds of items at special discounts and is read cover to cover by most buyers. This is where they look for what's new as well as for deals. **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. Ads are full page only.

ANNUAL SIDELINES CATALOG WITH CALENDARS AND PERIODICALS — Sidelines are very big in our market and this catalog is a very important tool for buyers. Since New Leaf provides listings but not pictures, sidelines vendors are given special rates on ads in order to picture their products. These ads are cross-referenced in the listings by vendor. Calendar vendors are required to pay a \$50 listing fee for the color graphics and descriptions included in the alphabetical listing. Make the most of this opportunity with a full 60-80 word description.

ANNUAL RECORDINGS CATALOG — This is the bible for music and video buyers in our market. Book buyers also use it to buy spoken audio. It provides three complete listings of our recorded media inventory: a complete listing by subject category, an alphabetical listing by title, and an alphabetical listing by artist or author.

ANNUAL BOOKS CATALOG — This catalog is referred to over and over again by book buyers checking to see if New Leaf carries certain titles. Many stores put it out where their customers can look up titles as well. Ads here get seen again and again. It provides three complete listings of our book inventory: a complete listing by subject category, an alphabetical listing by title, and an alphabetical listing by artist or author.

RATES

2011 DISPLAY AD RATES FOR EVOLVE! MAGAZINE

| SIZE OF AD (COLOR ONLY) | 1X RATE | 2X RATE | 3X RATE | 4X RATE |
|---------------------------------------|---------|---------|---------|---------|
| FULL PAGE | \$1,375 | \$1,307 | \$1,238 | \$1,170 |
| HALF PAGE | \$935 | \$889 | \$842 | \$796 |
| QUARTER PAGE | \$550 | \$523 | \$495 | \$468 |
| SPREAD | \$2,475 | \$2,352 | \$2,228 | \$2,105 |
| **FIRST PAGE | \$1,850 | \$1,850 | \$1,850 | \$1,850 |
| **INSIDE FRONT COVER | \$1,980 | \$1,980 | \$1,980 | \$1,980 |
| **BACK COVER | \$2,200 | \$2,200 | \$2,200 | \$2,200 |
| PRODUCT LISTING (graphic/description) | \$250 | \$250 | \$250 | \$250 |

EVOLVE! Magazine FRONT COVER PACKAGE - \$4,000 - Recommended for frontlist, new-release promotions, this package includes front cover photos (author/artist + product), full-page color advertisement insertion and a feature article by or about the author/artist or product.

2011 DISPLAY AD RATES FOR MONTHLY UPDATE CATALOGS

| (FULL PAGE BW/COLOR ONLY) | 1X RATE | 3X RATE | 6X RATE | 12X RATE |
|---|---------------|---------------|---------------|---------------|
| Inside Page | \$425 / \$695 | \$385 / \$625 | \$350 / \$560 | \$300 / \$500 |
| Front Cover w/Inside Front Cover Spread | \$1,495 | \$1,495 | \$1,495 | \$1,495 |
| Front Cover (incl. full page color ad) | \$995 | \$995 | \$995 | \$995 |
| First Page (color) | \$795 | \$795 | \$795 | \$795 |
| Back Cover (color) | \$850 | \$850 | \$850 | \$850 |

2011 DISPLAY AD RATES FOR ANNUAL WHOLESALE CATALOGS

| SIZE OF AD (BW/COLOR) | 1X RATE | 2X RATE | 3X RATE |
|---------------------------|-----------------|-----------------|-----------------|
| FULL PAGE | \$500 / \$970 | \$475 / \$920 | \$450 / \$875 |
| HALF PAGE | \$340 / \$600 | \$325 / \$570 | \$305 / \$540 |
| QUARTER PAGE | \$240 / \$400 | \$225 / \$380 | \$215 / \$360 |
| SPREAD | \$880 / \$1,750 | \$835 / \$1,665 | \$795 / \$1,575 |
| EACH ADDITIONAL FULL PAGE | \$430 / \$850 | \$405 / \$810 | \$385 / \$765 |
| **FIRST PAGE | \$775 / \$1,430 | \$735 / \$1,355 | \$695 / \$1,290 |
| **INSIDE FRONT COVER | \$850 / \$1,525 | \$810 / \$1,450 | \$765 / \$1,370 |
| **INSIDE BACK COVER | \$735 / \$1,300 | \$700 / \$1,235 | \$660 / \$1,170 |
| **BACK COVER | NA / \$1,630 | NA / \$1,630 | NA / \$1,630 |

CATALOG FRONT COVER PACKAGE - \$2,500 - Includes front cover layout (author/artist + product) and full-page color advertisement insertion.

**SPECIAL PLACEMENT ADS REQUIRE RESERVATIONS! Please contact Ginger Price at gprice@newleaf-dist.com for availability and reservations.

To receive the multiple rate discounts, insertion orders must be submitted together.

| | |
|-------------------------|--|
| 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 |
| Spread | 2 separate full or full bleed pages |
| All Covers | Same as full or full bleed pages |
| Back Cover EVOLVE | 8-5/8" x 8-5/8" bleed, 8-1/2" x 8-1/2" trim, 8" x 8" live area |



CONTACT GINGER PRICE AT 770.948.7845 X3166 FOR MORE INFORMATION • SEND AD ORDERS TO ADDRESS BELOW:



New Leaf Distributing Company
Attn: Promotions Department
401 Thornton Road
Lithia Springs, Georgia
30122-1557

Remember: The deadline for setting up promotions for 2011 in order to avoid maintenance fees is January 1, 2011.

MORE WHOLESALE ADVERTISING

FLYER DISTRIBUTION PROGRAM — Costing only \$150, this is a high-value way to promote new products. 1,000 copies of your flyer are included in packets enclosed with customers' shipments. Packets are targeted by product type in a customer opt-in program. Open to products New Leaf has carried for six months or less. Save time and money by having New Leaf design and/or print your flyers! Find details at http://newleafvendors.com/docs/Flyer_printing_cost_2008.pdf.

E-FLYERS — *New Feature:* E-flyers can now include links to video and audio clips, making E-Flyers an even more high-value way to promote your new products. The cost is only \$125, and they are targeted to 1,100 or more opt-in buyers by product type. Links to clips are another \$25 each. Vendor provides 72 dpi full-page jpg graphic file (7-1/4" x 10") and video or audio clips.

WEB ROTATION ADS — The ad consists of a thumbnail graphic of your product and the title, which links to a larger graphic and 1,000-character (max) description of the product. The thumbnails are displayed 10 at a time on our shopping site main (first) page. No more than 60 items are in the rotation so your ad will show at least once for every 6 hits. The cost of this promotion is \$25/week for 2 weeks minimum. Contact the Flyers Administrator at flyers@newleaf-dist.com.

TRADE SHOW PROMOTIONS — Take advantage of New Leaf's presence at the INATS West (Denver, CO) trade show. You can display one product or your whole line. Cost is \$130 per item. Inquire for multiple title discount. Author signings are also available at both shows. Contact the Trade Show Coordinator, Kelly Rowland, at krowland@newleaf-dist.com for more info.

SERVICES

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 for New Leaf-created ads are approximately four weeks before regular deadline!**

CONTACT INFORMATION

| | |
|---------------------------------|--|
| Comprehensive Promotion Plans | Ginger Price / gprice@newleaf-dist.com |
| Advertising Placement Questions | Sandra Kimmons / ads@newleaf-dist.com |
| Ad Mechanical Specifications | Scott Lewis / graphics@newleaf-dist.com |
| Flyer Distribution Program | Chris Everett / flyers@newleaf-dist.com |
| Trade Show | Kelly Rowland / krowland@newleaf-dist.com |
| Director of Communications | Wesley Morris / wmorris@newleaf-dist.com |

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 graphics@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.

AD CONTENT REQUIREMENTS FOR ALL PROMOTIONS

- **Ads may contain only items which New Leaf has contracted to distribute.**
- **No contact information is allowed in your ad.**
- **Include the ISBN-13 or UPC code in the ad for each advertised product for ease and accuracy of ordering.**
- We reserve the right to refuse ads that do not meet our specification or for other reasons at our discretion. Late charges begin at \$50 and go up depending on size of ad.

CONSIGNMENT VENDOR SPECIAL DISCOUNTS ON CATALOG ADS

New titles within one year of publication or contract with New Leaf get 25% discount on black & white ads and 15% discount on color ads in our annual catalogs. Backlist titles get 15% discount on black & white ads only.
(No consignment discounts on Evolve advertising.)

| EVOLVE! MAGAZINE - RETAIL | AD DEADLINE | MAGAZINE TO STORES |
|---|--------------------|--------------------|
| WINTER ISSUE 2011 | October 29, 2010 | January 17, 2011 |
| SPRING ISSUE 2011 | February 4, 2011 | April 11, 2011 |
| SUMMER ISSUE 2011 | April 11, 2011 | June 13, 2011 |
| FALL (HOLIDAY) ISSUE 2011 | July 15, 2011 | October 10, 2011 |
| WINTER ISSUE 2012 | October 14, 2011 | January 12, 2012 |
| ANNUAL CATALOGS - WHOLESALE | AD DEADLINE | CATALOG TO STORES |
| BOOKS CATALOG 2011 - SUBJECTS / TITLES / AUTHORS | November 5, 2010 | February 14, 2011 |
| CALENDARS, PERIODICALS, SIDELINES CATALOG 2012 | June 24, 2011 | September 12, 2011 |
| RECORDINGS CATALOG 2012 - SUBJECTS / TITLES / ARTISTS | September 23, 2011 | November 28, 2011 |
| BOOKS 2012- SUBJECTS / TITLES / AUTHORS | November 4, 2011 | February 13, 2012 |
| MONTHLY CATALOGS - WHOLESALE | AD DEADLINE | CATALOG TO STORES |
| NEW LEAVES UPDATE - JANUARY 2011 | December 3, 2010 | December 29, 2010 |
| NEW LEAVES UPDATE - FEBRUARY 2011 | January 7, 2011 | January 31, 2011 |
| NEW LEAVES UPDATE - MARCH 2011 | February 4, 2011 | February 28, 2011 |
| NEW LEAVES UPDATE - APRIL 2011 | March 4, 2011 | March 28, 2011 |
| NEW LEAVES UPDATE - MAY 2011 | April 8, 2011 | April 29, 2011 |
| NEW LEAVES UPDATE - JUNE 2011 | May 6, 2011 | May 30, 2011 |
| NEW LEAVES UPDATE - JULY 2011 | June 3, 2011 | June 27, 2011 |
| NEW LEAVES UPDATE - AUGUST 2011 | July 8, 2011 | July 29, 2011 |
| NEW LEAVES UPDATE - SEPTEMBER 2011 | August 5, 2011 | August 29, 2011 |
| NEW LEAVES UPDATE - OCTOBER 2011 | September 9, 2011 | September 30, 2011 |
| NEW LEAVES UPDATE - NOVEMBER 2011 | October 7, 2011 | October 31, 2011 |
| NEW LEAVES UPDATE - DECEMBER 2011 | November 4, 2011 | November 28, 2011 |
| NEW LEAVES UPDATE - JANUARY 2012 | December 2, 2011 | December 27, 2011 |

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 on a space available basis and are subject to a substantial late fee. We reserve the right to refuse late arriving ads or 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.