

New Leaf • 2009 Advertising Information

EVOLVE!

EVOLVE! A Magazine of Evolutionary Products, People and Ideas

Your ads will reach directly to retail customers in our popular and effective consumer-targeted magazine: EVOLVE! The magazine is published quarterly and is recommended for all product lines. Current circulation for each issue is over 40,000 copies and you can promote a product for as little as \$250. To get an EVOLVE! ad insertion order form and for more information, please visit us at: www.newleafvendors.com or contact us at ads@newleaf-dist.com



Also, check out www.newleafvendors.com for updates, announcements and other information.

WHOLESALE ADVERTISING

E*LEAVES NEWSLETTER — Our weekly electronic newsletter contains information on buyers' picks, special promotions, hot selling items and links to our web site. First-page advertising slots are available. Ad may include one graphic and can be up to 60 words long. The cost is \$60 per issue. The format alternates between *Coming Attractions*, which provides an advanced look at products that have been recently added to our database, and *Fresh Stock*, which focuses on new products that have been recently received in our warehouse. E*Leaves directs customers to the weekly lists of newly received and newly added items prominently posted on our web site.

MONTHLY NEW LEAVES UPDATES — Listings include monthly closeouts, bestsellers, highlights, and new product additions by subject category. Introductory and backlist specials are also featured. Full page color or black and white ads available.

ANNUAL SIDELINES, CALENDARS AND PERIODICALS CATALOG — Complete listings of our sidelines, calendars and periodicals are published each Summer in this catalog. Calendar vendors are required to pay a \$50 listing fee for the color graphics and blurbs included in the alphabetical listing. Sidelines and periodicals vendors are given special rates on ads in order to picture their products. No pictures are included in the listings. Color and black & white ads available.

ANNUAL HOLIDAY GIFT GUIDE — (All Products) This catalog is intended to get to stores in time for the holiday buying season. It includes a section of Buyers' Picks for the Holiday Season as well as holiday sales and specials. Sidelines vendors are encouraged to advertise in this catalog. Call for special rates. Color advertisements only.

ANNUAL SUBJECTS CATALOG — (Books and Recordings) Complete listing of our books and recordings by subject category published each Fall. This catalog presents five broad categories of Conscious Living, Metaphysical, Wellness, Young Reader, and Recordings. Each of the categories is subdivided into smaller sub-categories. Color and black & white ads available.

ANNUAL COMPLETE TITLES/AUTHORS/ARTISTS CATALOG — (Books and Recordings) Provides a complete listing of our inventory (with the exclusion of sidelines items) in alphabetical order by title, author and artist. Published each Winter. Color and black & white ads available.

RATES

2009 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.

2009 DISPLAY AD RATES FOR ANNUAL WHOLESALE CATALOGS

SIZE OF AD (BW/COLOR)	1X RATE	2X RATE	3X RATE	4X RATE
FULL PAGE	\$500 / \$970	\$475 / \$920	\$450 / \$875	\$425 / \$825
HALF PAGE	\$340 / \$600	\$325 / \$570	\$305 / \$540	\$285 / \$515
QUARTER PAGE	\$240 / \$400	\$225 / \$380	\$215 / \$360	\$205 / \$340
SPREAD	\$880 / \$1,750	\$835 / \$1,665	\$795 / \$1,575	\$755 / \$1,495
EACH ADDITIONAL FULL PAGE	\$430 / \$850	\$405 / \$810	\$385 / \$765	\$365 / \$725
**FIRST PAGE	\$775 / \$1,430	\$735 / \$1,355	\$695 / \$1,290	\$660 / \$1,225
**INSIDE FRONT COVER	\$850 / \$1,525	\$810 / \$1,450	\$765 / \$1,370	\$725 / \$1,300
**INSIDE BACK COVER	\$735 / \$1,300	\$700 / \$1,235	\$660 / \$1,170	\$625 / \$1,100
**BACK COVER	NA / \$1,630	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.

2009 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

**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

FULL PAGE 7 1/4" x 10"	HALF PAGE 7 1/4" x 4 3/4"	HALF PAGE TALL 3 1/2" x 10"	QTR PAGE 3 1/2" x 4 3/4"
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CONTACT AD COORDINATOR AT 770.948.7845 X3124 FOR MORE INFORMATION • SEND AD ORDERS TO ADDRESS BELOW:



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

MORE WHOLESALE ADVERTISING

FLYER DISTRIBUTION PROGRAM— The Flyer program is for promoting new products within the first six months of being picked up by New Leaf. Flyers are collated in packets of 12 and distributed year-round, in the order in which they are received. They are included in customer's orders. We distribute 1,500 copies of each flyer, one time only, and the cost for distribution is \$100. Contact the Flyers Administrator at flyers@newleaf-dist.com.

E-FLYERS— A vendor created electronic advertisement (72 dpi JPG) can be sent to our email list for \$100 per "flyer." Contact the Flyers Administrator at flyers@newleaf-dist.com.

WEB ROTATION ADS— The ad consists of a thumbnail graphic of your product and the title which links to a larger graphic and up-to-60 word 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 East (Clearwater, FL) and West (Denver, CO) trade shows. 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 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 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 50% discount on black & white ads and 25% discount on color ads in our annual catalogs. Backlist titles get 25% discount on black & white ads only. *(No consignment discounts on Evolve advertising.)*

EVOLVE! MAGAZINE - RETAIL	AD DEADLINE	MAGAZINE TO STORES
WINTER ISSUE 2009	October 10, 2008	December 19, 2008
SPRING ISSUE 2009	January 23, 2009	March 16, 2009
SUMMER ISSUE 2009	April 10, 2009	June 8, 2009
FALL ISSUE 2009	July 10, 2009	September 7, 2009
** NEW ** EVOLVE! HOLIDAY GIFT GUIDE 2009	July 17, 2009	September 31, 2009
WINTER ISSUE 2010	October 9, 2009	December 14, 2009
ANNUAL CATALOGS - WHOLESALE	AD DEADLINE	CATALOG TO STORES
COMPLETE AUTHORS/ARTISTS & TITLES 2009	November 7, 2008	February 16, 2009
SIDELINES, CALENDARS & PERIODICALS 2009	May 16, 2009	July 21, 2009
COMPLETE BOOKS & RECORDINGS BY SUBJECT 2010	September 21, 2009	November 2, 2009
COMPLETE AUTHORS/ARTISTS & TITLES 2010	November 6, 2009	February 15, 2010
MONTHLY CATALOGS - WHOLESALE	AD DEADLINE	CATALOG TO STORES
NEW LEAVES UPDATE - JANUARY 2009	December 1, 2008	December 29, 2008
NEW LEAVES UPDATE - FEBRUARY 2009	January 2, 2009	January 30, 2009
NEW LEAVES UPDATE - MARCH 2009	February 6, 2009	February 27, 2009
NEW LEAVES UPDATE - APRIL 2009	March 6, 2009	March 30, 2009
NEW LEAVES UPDATE - MAY 2009	April 3, 2009	April 30, 2009
NEW LEAVES UPDATE - JUNE 2009	May 1, 2009	May 29, 2009
NEW LEAVES UPDATE - JULY 2009	June 5, 2009	June 30, 2009
NEW LEAVES UPDATE - AUGUST 2009	July 3, 2009	July 31, 2009
NEW LEAVES UPDATE - SEPTEMBER 2009	August 7, 2009	August 28, 2009
NEW LEAVES UPDATE - OCTOBER 2009	September 4, 2009	September 30, 2009
NEW LEAVES UPDATE - NOVEMBER 2009	October 2, 2009	October 30, 2009
NEW LEAVES UPDATE - DECEMBER 2009	November 6, 2009	November 27, 2009
NEW LEAVES UPDATE - JANUARY 2010	December 4, 2009	December 28, 2009

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.