

Enhanced Product Detail Pages

More information = more sales. New Leaf's *Enhanced Product Detail Pages* allow you to provide loads of information for a very modest cost on individual titles/products. *We strongly recommend that you have enhanced pages for any products that you advertise with webads.* But at only \$6 per year for a single item, you have to ask: What items are not worth \$6 per year?

Here's what your enhance pages may include:

- **Up to 4 images in addition to the main image.**
 - For media items, you may choose to include the back cover, picture of author or artist, inside pages of a book – whatever will help sales. (The main image on media items must be the front cover.)
 - For non-media items, you may show different views or static pictures of the item in use.
- **Text:**
 - “Enhanced Product Description” - up to 10,000 characters.
 - About the Author/Artist up to 3900 characters (for sidelines and gift vendors, this space could be about the producer or about the product line in general.
 - Review 1 up to 3900 characters
 - Review 2 up to 3900 characters
 - Preface up to 3900 characters (for sidelines and gift vendors, this space could be used for instructions in using a product)
 - Foreword up to 3900 characters
 - Introduction up to 3900 characters
- **Embedded video or audio clip** - sample CD track, DVD sample, artist performing, author reading, etc.
- **Links to your related items** – the upload form will have a field that will show all of your available items and you will be able to choose any to which you would like to link from this page.
- **Embedded links to .pdf documents hosted elsewhere** – This could be a product flyer or brochure, sample chapters, Table of Contents, articles or further reviews that are too long for the above fields, author/artist's tour schedule or scheduled media, product manual, etc., etc.

Enhanced Product Detail Page Rates – The cost is \$0.50 per month per individual product with an enhanced page for 10 or more pages. Less than 10 pages is \$5.00 per calendar month. There is a grace period for the first five days a page is active; billing then begins on the sixth day that an Enhanced Product Detail Page is active. Any fraction of a month beyond the grace period will be billed for the entire calendar month in which the listing is begun. Billing will be done each calendar quarter and either charged to a credit card or taken as a chargeback. (Vendors must be approved for chargebacks.)

IMPORTANT: Billing for *Enhanced Product Detail Pages* will be administered on an “opt-out” basis meaning you will be billed for enhanced pages until you choose to cancel them. This program will be entirely self-managed through our vendor website so you will manage when pages go up and come

down. They will stay up until you remove them. Any time an item becomes inactive, billing ceases automatically.

Examples:

- 1 – 10 pages = \$5/Month
- 11 pages = \$5.50/month
- 12 pages = \$6.00/month
- 13 pages = \$6.50/month
- Etc.
- If the listing is published on the 20th of the month, billing would commence on the 25th and be for the entire month. If the listing is published on the 27th, billing would not commence until after the first of the next month.
- An Enhanced Product Detail Page for one title would be \$5.00 per month. Five titles would still be \$5.00 per month. Twelve titles would be \$6.00 per month.
- If there are five Enhanced Product Detail Pages published for January costing \$5.00, twelve published for February costing \$6.00, and twenty published for March costing \$10.00, then the charge in April would be for \$21.00.
- If you had 20 enhanced pages up for only two weeks of the third month of a quarter, you would be billed \$10. If you had 9 enhanced pages up during a period, you would be billed \$5; 11 pages would be \$5.50.

[Click here to sign up](#)