

Introductory Promotional Requirements

- ❖ **13 digit ISBN or UPC with bar coding on all books/products**

- ❖ **The following information on each book/product:**
 - ✓ Carton Quantity
 - ✓ Country of Origin if other than US
 - ✓ Publish/release date
 - ✓ Page count (books)
 - ✓ Product information form completed and submitted. Download form at http://newleafvendors.com/new_product.php
 - ✓ Image and description of each book/product (upload images at <http://newleafvendors.com/AMP>. Log in and click on each product to access image and description upload).

- ❖ **Your plan for promoting your book/product (radio, television, trade journals, author/artist tours, etc).**

- ❖ **New Leaf Introductory Promotional Requirements: *Publisher/Vendor must complete the following Introductory Promotional Requirements for doing business.***
 - **Introductory Specials:** In order to generate interest and encourage retailers to stock your title, New Leaf will offer your books/products to retailers in an Introductory Special for the first month. To make this possible, you provide an extra 10% off of the cost of goods for the first month, and in exchange New Leaf passes a 44% discount off of retail to the retailers for that same period.

Initiation Package \$300 NOTE: 3 to 10 products will cost \$10 more pr prod. More than 10 and we'll negotiate a price. (\$550 value, ad design not included): To let everyone know about your Introductory Special, your products must, at minimum, be promoted as follows:
 - Inclusion in web special with a carousel ad to appear on public home page, logged in home page and relevant subject category page, as well as a product detail page for all web specials
 - One half page color ad in the Introductory Specials Section of an issue of *New Leaves Monthly Update*
 - Inclusion in Enhanced Product Details Program
 - Inclusion in Introductory Specials Section on website
 - Ongoing basic product description page on New Leaf's wholesale website which includes image and description

❖ **Enhanced Promotional Packages:** In addition to *or* instead of the Introductory Promotional Requirements stated above, you may select one of the following packages for promoting your books/products.

Take Me Higher Package Silver \$600 (*\$1010 value, ad design not included*)

- One Double Deep Ad on either the Log In Page or the Logged In Home Page of New Leaf website for two periods
- One *Eleaves* Sidebar1 ad
- Inclusion in our Enlightened Buyer eBlast which goes out to over a thousand stores
- One half page color ad in the Introductory Specials Section of an issue of *New Leaves Monthly Update*
- Inclusion in Enhanced Product Details Program
- Inclusion in Introductory Specials Section on website
- Ongoing basic product description page on New Leaf's wholesale website which includes image and description

Bliss Package \$1025 (*\$1730 value, ad design not included*)

- One Banner Ad on either the Log In Page or the Logged In Home Page of New Leaf website for the same period in which your special runs
- 1/8 page showcase listing in *Evolve!*
- Double Deep Ad on either the Log in Page or the Logged In Home Page of New Leaf website for one period after your Banner Ad
- One *Eleaves* sidebar1 ad
- Inclusion in our Enlightened Buyer eBlast which goes out to over a thousand stores
- One full page color ad in the Introductory Specials Section of an issue of *New Leaves Monthly Update*
- Inclusion in Enhanced Product Details Program
- Inclusion in Introductory Specials Section on website
- Ongoing on New Leaf's wholesale website which includes image and description

Nirvana Package \$2025 (\$2670 value, ad design not included)

- Banner Ad on Public Home Page of New Leaf website for four periods throughout the calendar year
- One Banner Ad on either the Log In Page or the Logged In Home Page of New Leaf website for the same period in which your special runs
- ¼ page display ad in Evolve!
- One *Eleaves* sidebar1 ad
- Inclusion in our Enlightened Buyer eBlast which goes out to over a thousand stores
- One full page color ad in the Introductory Specials Section of an issue of New Leaves Monthly Update
- Inclusion in Enhanced Product Details Program
- Inclusion in Introductory Specials Section on website
- Ongoing basic product description page on New Leaf’s wholesale website which includes image and description

features	Intro Gold	Take Me Higher	Bliss	Nirvana
Updates Ad	X 1/2 page	X 1/2 page	X full page	X full page
Enhanced Product details	X	X	X	X
Specials web page	X	X	X	X
Basic Online catalog listing	X	X	X	X
Web Special	X			
Web Ad Double Deep		X 2 periods	X 1 periods	
Web Ad Banner			X 1 period	X 1 period
Enlightened Buyer eBlast		X	X	X
Eleaves Sidebar1 ad		X	X	X
Inclusion in Evolve! Magazine			X 1/8 page	X 1/4 page
Banner Ad public home				X 4 periods