

Care & Feeding of Your Magazine with New Leaf

Here are the necessary ingredients for successfully selling through New Leaf:

- ❖ **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)
 - ✓ Images of each book/product
 - ✓ Descriptions of each book/product
- ❖ **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 10% discount off of wholesale to the retailers for that same period.

Initiation Package \$300 (\$695 value): To let everyone know about your Introductory Special, your products must at minimum be promoted as follows:

 - Full Page black and white ad in the Introductory Specials Section of New Leaf's Monthly Update
 - Inclusion in our Introductory Specials E-Flyer which goes out to over a thousand stores
 - Inclusion in Introductory Specials Section on website
 - Ongoing line listing on New Leaf's wholesale website along with an image and description
 - Automatic title listing for each of your products in all appropriate catalogs

Or if you prefer color... We can provide you this same Introductory Package with a full color ad instead of the b & w ad for only \$500 (\$895 value)!
- ❖ **Optional Promotional Packages:** In addition to the Introductory Promotional Requirements stated above, you may also add one of the following packages for promoting your books/products, or you may choose "a la carte" from any of the services outlined in our ad brochure at http://www.newleafvendors.com/ad_info.html. For your convenience, see attachment for details on the various services that New Leaf can provide. Please contact our advertising specialist, Ginger Price, at ginger@newleaf-dist.com to set up your promotions.
 - Take Me Higher Package \$550 (\$1125 value) or upgrade to color catalog ads for \$1227 (\$1865 value)**
 - Full Page black and white ad in one of our Annual Catalogs
 - Full page black and white ad in New Leaf's Monthly Update included in Introductory Specials Section
 - Inclusion in our Introductory Specials E-Flyer which goes out to over a thousand stores
 - Inclusion in Introductory Specials Section on website
 - Ongoing line listing on New Leaf's wholesale website along with an image and description
 - Automatic title listing for each of your products in all product related annual catalogs

Bliss Package \$975 (\$1675 value) or upgrade to color catalog ads for \$1652 (\$2415 value)

- One Quarter Page full color ad in *Evolve!*
- Full Page black and white ad in one of our Annual Catalogs
- Full page black and white ad in the Introductory Specials Section of New Leaf's Monthly Update
- Inclusion in our Introductory Specials E-Flyer which goes out to over a thousand stores
- Inclusion in Introductory Specials Section on website
- Ongoing line listing on New Leaf's wholesale website along with an image and description
- Automatic title listing for each of your products in all product related annual catalogs

Nirvana Package \$2000 (\$2903 value) or upgrade to color catalog ads for \$2677 (\$3643 value)

- Two Half Page full color ads in *Evolve!* – one in each of two issues after item is introduced
- Full Page black and white ad in one Annual Catalog
- Full page black and white ad in the Introductory Specials Section of New Leaf's Monthly Update
- Inclusion in our Introductory Specials E-Flyer which goes out to over a thousand stores
- Inclusion in Introductory Specials Section on website
- Ongoing line listing on New Leaf's wholesale website along with an image and description
- Automatic title listing for each of your products in all product related annual catalogs

Please Note: Art for all Introductory Promotional Packages must be provided by the vendor. Ad design is not included in package prices. You can purchase ad design for an additional fee – go to http://www.newleafvendors.com/ad_info.html for details.