

## Care & Feeding of Your Sidelines with New Leaf

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

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

❖ **The following information on each product:**

- ✓ Carton Quantity where applicable
- ✓ Country of Origin if other than US
- ✓ Availability date
- ✓ Images of each product
- ✓ Descriptions of each product

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

❖ **New Leaf Introductory Promotional Requirements: *Vendor must complete the following Introductory Promotional Requirements for doing business.***

**Introductory Specials:** In order to generate interest and encourage retailers to stock your products, New Leaf will offer them 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 \$500 (\$895 value):** To let everyone know about your Introductory Special, your products must at minimum be promoted as follows:

- Full Page color ad in the Quarterly Sidelines Section of New Leaf's Monthly Update. These are published each February, May, August and November.
- 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 product listing for each of your products in all product related annual catalogs

❖ **Optional Promotional Packages:** In addition to the Introductory Promotional Requirements stated above, you may also add one of the following packages for promoting your 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](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](mailto:ginger@newleaf-dist.com) to set up your promotions.

**Take Me Higher Package \$1227 (\$1865 value)**

- Full Page color ad in our annual Sidelines Catalog
- Full Page color 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

**Bliss Package \$1652 (\$2415 value)**

- One Quarter Page full color ad in *Evolve!*
- Full Page color ad in our annual Sidelines Catalog
- Full page color 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 \$2677** (\$3643 value)

- Two Half Page full color ads in *Evolve!* – one in each of two issues after item is introduced
- Full Page color ad in our annual Sidelines Catalog
- Full page color 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](http://www.newleafvendors.com/ad_info.html) for details.*