



# Advertising Information for 2018!

## Overview of Advertising through New Leaf

*New Leaf Distributing has an extensive selection of advertising vehicles to suit every type of product or title. From print ads to web ads, from catalogs to magazines, we have something that will help build your sales:*

### Contact Information

Have a question about placing ads through New Leaf?

Need help figuring out how best to advertise your titles or products?

Afia Simmons

[ads@newleaf-dist.com](mailto:ads@newleaf-dist.com)

770-948-7845 ext. 3047

Fax 770-944-2354

### Graphic and Technical Questions

Tom Orlovsky

[newleafgraphics@lotuspress.com](mailto:newleafgraphics@lotuspress.com)

- Our flagship advertising medium, **New Leaves Update**, is circulated monthly, features a different line of product each month and offers beautiful color ad options in a variety of sizes and prices. This year we are adding several new options to help build sales. ([More Info – Click Here](#))
- Our premier consumer magazine, **Evolve!**, now in its 12th year, is produced in the spring and fall and offers exposure not only to the body mind spirit niche but also to the entire distribution chain. It has become a mainstay for those seeking information about cutting edge books and products and for those who want to stay informed. This year we are introducing a section for classified ads. ([More Info – Click Here](#))
- Our **digital ads** include a variety of sizes, shapes and placements of web ads on our wholesale site where customers shop our inventory. This year we are pairing web ads with print ads in interesting ways. Talk to our ad sales rep for details. ([More Info – Click Here](#))
- We also offer **e-mail based advertising** such as our new Brand Spotlight ([Brand Spotlight – Click Here](#)) and Enlightened Buyer ([Enlightened Buyer – Click Here](#))

*Please visit our vendor/publisher website at [newleafvendors.com](http://newleafvendors.com) for additional information about advertising through New Leaf.*

### Evolve! Magazine

#### New Spring and Fall Editions for 2018!

#### Why advertise in *EVOLVE!* Magazine

- *Evolve!* is placed in the hands of buyers – both store buyers and consumers
- Circulation is over 20,000 copies
- *Evolve!* Sells your products and titles
- *Evolve!* Advertises your brand/strengthens name recognition
- *Evolve!* Is a highly respected hand selling tool
- *Evolve!* Ads are very competitively priced
- All ads now include free web advertising
- Published semi annually
- Premium Placement ads (covers, 1st page) are limited.

Act now to reserve!

Ad Deadline	Pub to Stores
March 10, 2018	April, 2018
September 1, 2018	October, 2018

### Graphic Design Services

New Leaf Distributing offers graphic design and editing services upon request. The fee is \$60 per hour with a \$30 minimum. Proof Review by Client: Sponsored Listing Ads include one free change to either font size or color of letters, if not already specified. Additional changes will incur fees at a rate of \$30 per half hour.

**NOTE:** Deadlines to order graphic and editing services are three weeks prior to published ad deadlines.

New Leaves Update Wholesale Catalogs	Ad Deadline	Catalog to Stores
JANUARY 2018 – Health, Affirmations, Yoga	November 10, 2017	December 14, 2017
FEBRUARY 2018	December 8, 2017	January 18, 2018
MARCH 2018 – Bringing the Trade Show to You	January 12, 2018	February 15, 2018
APRIL 2018	February 9, 2018	March 15, 2018
MAY 2018	March 9, 2018	April 17, 2018
JUNE/JULY 2018 – INATS & Calendars *Combo Issue	April 20, 2018	June 1, 2018
AUGUST 2018	June 8, 2018	July 17, 2018
SEPTEMBER 2018 – Bringing the Trade Show to You	July 13, 2018	August 16, 2018
OCTOBER 2018	August 10, 2018	September 18, 2018
NOVEMBER 2018	September 7, 2018	October 18, 2018
DECEMBER 2018 – Astrology, Tarot, Divination	October 12, 2018	November 15, 2018
JANUARY 2019	November 9, 2018	December 15, 2018

**PLEASE NOTE: All Ad Deadlines are final!**

## New Advertising Opportunities for 2018!

### New to Monthly Updates

#### Sponsored Listings

The **Sponsored Listings** allow you to stand out in the crowd. Located in the New Titles section of the Monthly Updates, our store buyers' go-to source for new titles and products, the Sponsored Listings are twice the size of the regular listings. There are several additional features that set this ad apart: attractive borders on all sides, detailed description of your title/product and a highlighted top banner that says "Sponsored Listing." (See example pictured right.) Priced affordably at \$75 per listing.

**NOTE: the Sponsored Listing is only available for new titles and products, meaning having a pub or production date that has not yet occurred as of the publishing of the Sponsored Listing.**

#### Print Ads Now Include FREE Web Advertising

FULL PAGE AD .....	Includes Banner Web Ad (\$250 Value)
QUARTER PAGE AD .....	Includes 3x Deep Web Ad (\$175 Value)
SHOWCASE LISTING AD .....	Includes 2x Deep or Wide Web Ad (\$150 Value)
SPREAD AD .....	Includes Banner Web Ad (\$250 Value)
FIRST PAGE PLACEMENT .....	Includes Banner Web Ad (\$250 Value)
INSIDE FRONT COVER PLACEMENT .....	Includes Banner Web Ad (\$250 Value)
BACK COVER PLACEMENT .....	Includes 3x Deep Web Ad (\$175 Value)
FRONT COVER PLACEMENT w/ FULL PAGE AD .....	Include Banner Web Ad (\$250 Value)
FRONT COVER PLACEMENT w/ SPREAD .....	Includes Banner Web Ad (\$250 Value)

#### Ovation Centerfold

Would you like to receive a standing ovation every time someone opens one of our monthly Updates? Then consider signing up for the **Ovation Centerfold**, the only ad of its kind in our extensive line of advertising. There is only one centerfold in any magazine, and this one is special. Featuring a full six pages that fold out, you will be the hit of the issue — and for only \$1600. Make a bold statement that is sure to boost your brand and inspire sales.

#### How to Order Advertising

Please submit an ad insertion order contract for each ad you would like to place. You may download/print the necessary contract by going to [Ad Order Forms](#), or by emailing [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com) and requesting a contract be sent to you.

#### Ad Contract/Payment Requirements

You must submit a signed insertion order contract for each ad placement. Payment for advertising is due with the insertion order contract. Payment may be made by: credit card (Master Card or Visa), check, Co-op contract or by deduction from you New Leaf account if the balance due you exceeds the ad charges (requires approval).

#### Advertising Plan Design

The most effective advertising is planned well in advance and includes as many exposures as you can comfortably afford. We can help you design the ad plan that meets your needs and suits your wallet. We can also help you stretch your advertising dollars by designing a plan that takes advantage of the frequency discounts that we offer for Updates and web ads. Call Afia Simmons, 770-948-7845/3047, or email [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com). This service is free!



### New to Evolve! Magazine

#### Happenings: The Evolve! Classified Ads

Open to customers and vendors. Advertise events, jobs, or services in one of these categories:

- Marketplace
- Schools & Training
- Publications
- Vacations & Retreats
- Author Events

40 words for \$75. Please contact our Ad Coordinator to book your listings!

**NOTE: Only services may be advertised. No products**

### CONSIGNMENT VENDORS

Get 15% discount on all print advertisements 1/4 page or larger.

**Cancellation Policy**

No Cancellations. If you sign an Advertising Insertion Order Contract for a publication and then do not turn in your ad, you will be charged for the ad. You may submit your ad at a later date within the same calendar year. There will be no refund.

**Ad Content Requirements**

Submit your ad proof, and your finished ad, as an electronic file format 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 embedded or changed to outlines in PDF files. If additional work is required to insure files output correctly, there will be additional charges.

Spreads (2 pages) must be submitted as *two separate pages* (8¾" x 11¼" or 7¼" x 10") rather than a single tabloid size (11" x 17"). Left/right placement for spread pages must be noted. If additional work is required to insure files output correctly, there will be additional charges.

**Ad Content Requirements**

All ads **must** include an ISBN-13 or UPC code and a suggested retail price for each advertised product.

**DO NOT INCLUDE these in your ads:**

- Items which New Leaf does not sell
- Items which have not been approved by the Buying Department for distribution
- Contact information
- Email addresses
- Phone numbers
- Mailing addresses
- Web addresses

We reserve the right to refuse ads that do not meet our specifications. For additional information about Ad content or mechanical requirements, go to [\(Requirements – Click Here\)](#)

**Print Advertising**

**Catalog Display Ad Rates**

AD SPACE	1X RATE	3X RATE	6X RATE	9X RATE	12X RATE
QUARTER PAGE	\$320	\$295	\$270	\$250	\$230
HALF PAGE	\$500	\$460	\$425	\$395	\$365
FULL PAGE	\$795	\$725	\$660	\$600	\$550
SPREAD	\$1,250	\$1,150	\$1,050	\$950	\$875
SPONSORED LISTING	\$75	\$75	\$75	\$75	\$75
*SHOWCASE LISTING	\$150	\$150	\$150	\$150	\$150

SPECIAL PLACEMENT**	1X RATE	3X RATE	6X RATE	9X RATE	12X RATE
BACK HALF COVER	\$650	\$650	\$650	\$650	\$650
FIRST PAGE	\$895	\$895	\$895	\$895	\$895
INSIDE FRONT COVER	\$895	\$895	\$895	\$895	\$895
FRONT COVER w/Full Page	\$1,095	\$1,095	\$1,095	\$1,095	\$1,095
FRONT COVER w/Spread	\$1,595	\$1,595	\$1,595	\$1,595	\$1,595
OVATION CENTERFOLD – 6 pages	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600

*(Front Cover Ad Package can include an optional 800 - 1,000 word article. Contact Ad Coordinator for more information and requirements.)*

**Evolve Magazine Display Ad Rates**

AD SPACE	RATE	SPECIAL PLACEMENT**	RATE
QUARTER PAGE	\$550	FIRST PAGE	\$1,850
HALF PAGE	\$935	INSIDE FRONT COVER	\$1,950
FULL PAGE	\$1,375	BACK COVER	\$2,200
SPREAD	\$2,475	FRONT COVER w/ FULL PAGE	\$3,000
SHOWCASE LISTING*	\$300	FRONT COVER w/ SPREAD	\$3,495

Please refer to the *Catalog Display Ad Rates Chart* to see the additional type of web ad received with each advertisement.

**\*\* SPECIAL PLACEMENT ADS REQUIRE RESERVATIONS!**

Please contact our Advertising Coordinator at [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com) for availability and reservations. To receive the multiple rate discounts, insertion orders must be submitted together.

**Display Ad Dimensions**

Full Page.....	7-1/4" W x 10" H
Full page Bleed.....	8-1/2" W x 11" 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
*Showcase Listing (1/8th Page - <i>includes graphic and blurb only</i> - Layout by our Design Team)	3-1/2" W x 2-1/4" H
Spread.....	<b>2 separate</b> full or full bleed pages

Website Advertising

- Ads rotate per visit based on the number of ads in rotation for that page. The minimum duration of each ad is one month. Ads start running at 8am on the first day of the month requested and stop on the first day of the next month(s) at 7:59am Eastern.
- Ads may link to a list of all titles/products of a vendor or imprint, a selection of titles/products or a single item. You may designate these on the Web Ad Insertion Order Contract. If the ad links to a list, any item on the list may be clicked to reach the detail page for that item.
- Images should be RGB in either .jpg, or .png format saved at 72 dpi.
- Through **Web Ads**, you will be able to get the attention of store buyers when they are in the process of ordering.
- Buyers love web ads that they can click on to learn more about the books and products. In seconds they can order the item, add it to their next order or put it on their "Wish List."
- Add [Enhanced Product Detail Pages](#) to present additional information about your products. These may include embedded audio and video! [More Information...](#)
- As with all ads, we encourage you to also offer special discounts. [More Information...](#)

Web Ad Options

	AD TYPE	AD SIZE (PIXELS)	ADS ON PAGE	MAX ADS IN ROTATION	# EXPOSURES PER PERIOD	RUN PERIOD
PUBLIC HOME PAGE	Banner	800 x 112	1	5	7,100	1 month
	Triple Deep	160 x 240	1	5	7,100	1 month
	Double Wide	300 X 80	4	5	7,100	1 month
	Double Deep	160 X 160	2	5	7,100	1 month
	Small	160 X 80	2	5	7,100	1 month
LOG-IN PAGE	Banner	800 x 112	1	5	388	1 month
	Triple Deep	160 x 240	1	5	388	1 month
	Double Deep	160 x 160	2	5	388	1 month
	Small	160 x 80	3	7	276	1 month
RETAILER HOME PAGE (LOGGED IN)	Banner	800 x 112	1	5	412	1 month
	Triple Deep	160 x 240	1	5	412	1 month
	Double Deep	160 x 160	1	5	412	1 month
	Small	160 x 80	5	7	194	1 month

eLeaves Weekly Newsletter



E-leaves is our weekly email newsletter. With a robust circulation, E-Leaves is one of our most frequently read publications. It contains highlights of two types of new additions: titles not yet published and titles/products that are newly received into our warehouse. Because of its timeliness, many buyers say it is an important buying tool. Ads in E-Leaves link to product detail pages on our website and can also link to a video or audio clip for an additional \$25 per clip. Support it's effectiveness with Enhanced Product Detail Pages and a Special to maximize attention to your titles and products.

Web Ad Rates

	AD TYPE	1 PERIOD	2 PERIODS	3-5 PERIODS	6 OR MORE PERIODS
PUBLIC HOME, LOG-IN, OR RETAILER HOME PAGE	Banner	\$250	\$237.50	\$225	\$200
	Triple Deep	\$175	\$166.25	\$157.50	\$140
	Double Wide	\$150	\$142.50	\$135	\$120
	Double Deep	\$150	\$142.50	\$135	\$120
	Small	\$75	\$71.25	\$67.50	\$60

eLeaves Options and Rates

AD TYPE	AD SIZE (PIXELS)	AD RATES
Top Banner	740w x 101h	\$250
Bottom Banner	740w x 101h	\$200
Sidebar 3	170w x 510h	\$175
Sidebar 2	170w x 340h	\$150
Sidebar 1	170w x 170h	\$125
Audio/Video Clip	(Each)	\$25

Instructions for Submitting Web Ads

Web ads will run from the 1st of the month through the end of the month. Repeat ads can run consecutively, or you may choose which months you want repeat ad to run in.

To lock in frequency discounts before actual titles and dates are known, please send a Web Advertising Insertion Order Contract with approximate dates filled out. We can change the dates and add the titles once this information is known. **IMPORTANT:** A separate Web Advertising Insertion Order Contract is required for each different ad. If you will run the same ad multiple times, you can submit one insertion order contract, and note the months you want the ad to run.

Please submit all Web Ad Insertion Order Contracts and all ad images to [ads@newleaf-dist.com](mailto:ads@newleaf-dist.com)  
 Images should be 72 dpi, .jpg (JPEG) files.

## Enlightened Buyer



Enlightened Buyer is our premier author-centric/artist-centric email based advertisement, focusing on one title or product. Enlightened Buyer is excellent for those who only have a few titles or for those who want to highlight an individual title. This email blast is designed to elevate the title with a more information rich profile than ever before that includes:

- Cover and title/product details
- Author's website
- Author image (head shot)
- Author's or title's Facebook page
- Author/artist profile
- Goodreads
- Blurbs
- Author's other titles/products
- YouTube
- New Leaf's "Where in Your Store" shelving advice
- Author's Twitter

### Enlightened Buyer offers:

Takes the product page description beyond the simple listing

Makes the purchase easy for customers

Builds your name recognition

Offers multiple social media exposures

Gives the book relevance to the retail buyer

Shows the buyer the potential for customer interest and breadth of audience

Lets the buyer experience the author's message first hand

Offers product placement advice

**The cost of this advertisement is \$200. Please complete the ad insertion order form and see the section "How to Order Advertising".**

## Brand Spotlight



Brand Spotlight is our newest addition to the advertising lineup, offering a renewed focus on your brand. Brand Spotlight includes:

- Mission statement
- Up to 12 featured books or products
- Image and description of each

### Brand Spotlight offers:

Your logo, you mission statement, your titles or products — nothing else

Option to pass on a special price to the store customers in order to jumpstart sales

Rich images to capture and hold the buyer's attention

Proven showcasing of your brand out of the thousands of brands the New Leaf carries

Two transmissions over a one month period to super-charge exposure

Over 2,800 recipients per issue

Average of 15% opens per issue

**The cost of this advertisement is \$250. Please complete the ad insertion order form and see the section "How to Order Advertising".**

## End Cap Ads



Another new advertising vehicle in our Monthly Updates, the End Cap is a place to show your new titles and products. End Cap is designed with the independent publisher/artist in mind. Price point and simplicity make this an easy and effective choice. No specs to worry about, no files to upload — just send us your Ad Insertion Order Contract for your End Cap Ad and we take care of the rest. All of this for only \$100. We even throw in a free carousel web ad valued at \$50. It's a deal you can't beat!

## Featured Specials Carousel Ads:



This is our most cost effective advertising at \$50 per item. You will reach our entire customer base with information specific to your titles/products. To order, please fill out the Web Special insertions order contract and see the section "How to Order Advertising"

1 Web Special = \$50 • 2 Web Specials = \$40 each • 3 Web Specials = \$35 each • 4 Web Specials = \$30 each

### For \$50 or less, you get:

A thumbnail image of your new title/product displayed in a carousel ad for one month on public home page, logged-in home page and master catalog page.

Carousel ad has hover capability to display key product details such as title, ISBN, and retail price as well as ability to view detail page from which the customer can order.

A link allows viewing of complete Featured Specials titles/products detail listings.

An Introductory Special for the same month that the carousel ad runs which cost your only 10% off cost of goods for one month.