



# Advertising Information for 2021!

Please visit us at [newleafvendors.com](http://newleafvendors.com) for additional information about advertising through New Leaf.

## 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:

- Our flagship advertising medium, **NewLeaves 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. ([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. ([More Info – Click Here](#))
- Our once-a-year, **Sidelines Annual Catalog** features a wide range of gift items, essential oils, incense, candles, yoga & meditation tools, tapestries, wall-hangings, aromatherapy accessories and more. ([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](#))
- Our **digital ads** include a variety of sizes, shapes and placements of web ads on our site where customers shop our inventory. Talk to our ad sales representative for details. ([More Info – Click Here](#))

### 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@newleafdist.com](mailto:ads@newleafdist.com)

770-948-7845 ext. 3047

Fax 770-944-2354

### Graphic and Technical Questions

Tom Orlovsky

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

### EVOLVE! Deadlines (SPRING/FALL)

AD DEADLINE	PUB TO STORE
March 12, 2021	April 2021
August 13, 2021	October 2021

### Sidelines Annual Catalog Deadline

AD DEADLINE	PUB TO STORE
June 18, 2021	August 2021

### 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. Ads include one free change to either font size or color, 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.*

### 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@newleafdist.com](mailto:ads@newleafdist.com) and requesting a contract be sent to you.

### NewLeaves Update Catalogs

	Ad Deadline	Catalog to Stores
JANUARY 2021	November 13, 2020	December 18, 2020
FEBRUARY 2021	December 11, 2020	January 15, 2021
MARCH 2021 – Bringing the Trade Show to You	January 8, 2021	February 19, 2021
APRIL 2021	February 12, 2021	March 19, 2021
MAY 2021	March 12, 2021	April 23, 2021
JUNE 2021 – Bringing the Trade Show to You	April 9, 2021	May 21, 2021
JULY 2021 – Calendars	May 14, 2021	June 18, 2021
AUGUST 2021	June 11, 2021	July 23, 2021
SEPTEMBER 2021 – Bringing the Trade Show to You	July 9, 2021	August 20, 2021
OCTOBER 2021	August 13, 2021	September 24, 2021
NOVEMBER 2021	September 10, 2021	October 22, 2021
DECEMBER 2021	October 8, 2021	November 19, 2021
JANUARY 2022	November 12, 2021	December 17, 2021

## PLEASE NOTE: All Ad Deadlines Are Final!

### Payment Requirements

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@newleafdist.com](mailto:ads@newleafdist.com). This service is free!

# NewLeaves Updates



NewLeaves Update, February 2020 Issue



NewLeaves Update, August 2020 Issue



NewLeaves Update, November 2020

Our monthly **NewLeaves Update catalog** is the flagship of our advertising department, providing the most complete guide available anywhere for books, recorded media and other products in the Body/Mind/Spirit market. Considered the go to guide for store buyers, it is your best value vehicle for directly impacting buying decisions. Even buyers for whom New Leaf is not their primary supplier use Updates to stay abreast of BMS titles and products. A must have for your yearly advertising plans.

Features include:

- Ads for new items within six months of the release date
- Ads to recapture self positions for older items
- Extra discounts to attract Customers. Extra discounts to sell products!
- Early delivery by mail to our accounts every month
- Economically priced
- Beautiful, full-color, image-rich ads in a range of sizes (see page 7 for details)
- Our Signature online trade show, Bringing the Trade Show to You, twice a year
- New products, best-sellers and themed items each month.

## Combined June/July Update

Our June and July Updates are being combined into one Update that will feature all of the INATS trade show specials and other materials that we would typically display in the June Update, as well as the upcoming season of calendars and everything normally displayed in the July Update. The issue will feature two covers and a glorious fold out that delineates June and July.

## 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 it is special. Featuring a full six pages that fold out, you will be the hit of the issue. Make a bold statement that is sure to boost your brand and inspire sales.

## Sponsored Listings

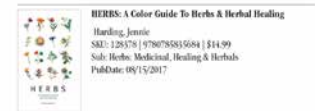
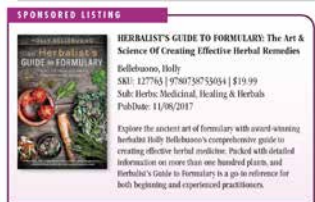
### Ad Rate: \$75 per listing

The **Sponsored Listings** allow you to stand out in the crowd. Located in the New Titles section of the monthly NewLeaves Updates, the Sponsored Listings are twice the size of the regular ad listings. There are several additional features that set this ad apart:

- Attractive borders on all sides
- Detailed description of your title and product
- A highlighted top banners that indicates the entry is a "Sponsored Listing."  
(See example pictured below)

It's just one of our many affordable ad options!

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



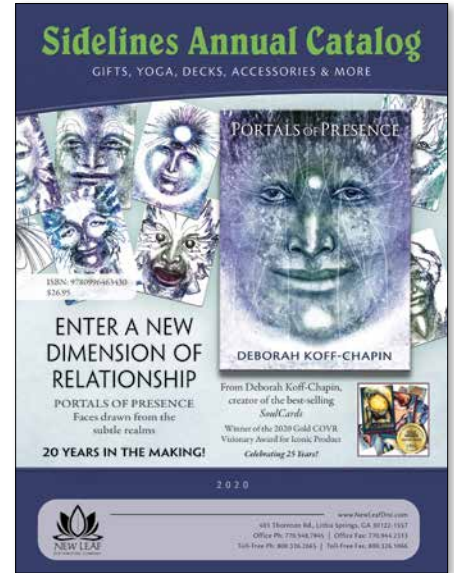
# Annual & Biannuals



EVOLVE! Magazine – Spring 2020 Issue



EVOLVE! Magazine – Fall 2020 Issue



Sidelines Annual Catalog 2020

## EVOLVE! A Magazine of Evolutionary Products, People, and Ideas

EVOLVE! Magazine is a unique, four-color glossy consumer magazine that supports and nourishes holistic living and related titles, products, authors and artists. It features a variety of informative articles, interviews and product reviews along with advertising. It is published in Spring and Fall with circulation of over 20,000.

### Why advertise in EVOLVE! Magazine?

- EVOLVE! is distributed to the consumer through our stores at hundreds of locations throughout the United States, British Columbia, New South Wales, Ontario and the Virgin Islands
- Artists and authors provide the content, creating a direct impactful interaction between artist/author and consumer
- 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
- Advertised titles and products are hand sold by our Customer Service Team
- Published semi annually
- Premium Placement ads (covers, 1st page etc.) are limited.

### ACT NOW TO RESERVE!

#### “Happenings” – The EVOLVE! Classified Ads

**Ad Rate: \$75 – Limit to 40 words per entry**

**EVOLVE! Classified Ads** are available twice a year in our EVOLVE! Magazine. Classified ads are open to both customers and vendors to advertise events, jobs and services in five of the following categories:

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

## Sidelines Annual Catalog

Just in time for the big selling season, the Sidelines Annual Catalog is mailed to our accounts in August each year. The Sidelines Annual features our sacred and body/mind/spirit tools and gift lines, i.e. incense, candles, essential oils, smudge, meditation pillows and gear, magickal implements, jewelry, apparel, note cards, decks, yoga tools and more. Click here for a list of the types of products we carry.

### The Sidelines Annual Catalog is:

- Our buyers’ reference guide for your products
- Used throughout the year to make buying decisions
- Also used for hand selling to consumers!
- Designed to place the product image at the forefront: buyers need to see your products as well as read about them.

We **strongly encourage everyone** selling sideline items to advertise through the Annual Sidelines Catalog.

**FOR MORE INFORMATION  
on ad sizes and pricing,  
please see:**

**Print Advertising Pricing = Pg. 6  
Ad Dimensions & Specs = Pg. 7**



# 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!
- As with all ads, we encourage you to also offer special discounts.

## Web Ad Options

	AD TYPE	AD SIZE (PIXELS)	ADS ON PAGE	MAX ADS IN ROTATION	# EXPOSURES PER PERIOD	RUN PERIOD
PUBLIC HOME	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	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

## Web Ad Rates

AD TYPE	1 PERIOD	2 PERIODS	3-5 PERIODS	6 OR MORE PERIODS
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

*(Please see Advertising Dimensions & Specs feature on page 7 for more information on various web ad sizes.)*

## Instructions for Submitting Web Ads

Web ads will run from the first 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.

## Carousel Ads



At \$50 per ad, this is our most cost effective advertising. Reach our entire customer base with information specific to your titles/products.

Each ad includes:

- A thumbnail images of your new title/product displayed in a carousel ad for one month on public home, logged-in home, and master catalog pages.
- Carousel ad has hover capability to display key product details. (i.e. ISBN and retail price)
- Customers can also view and order from the detail page.
- A link allows viewing of complete Carousel Specials titles/products listing. Ads include 10% off cost of goods specials for same month carousel runs.

AD QUANTITY	RATE
1 Ad	\$50
2 Ads	\$40
3 Ads	\$35
4 Ads	\$30

To Order, please fill out the Web Special Insertion order Contract. See section "How to Order Advertising" on page 1

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

# E-Mail Advertising



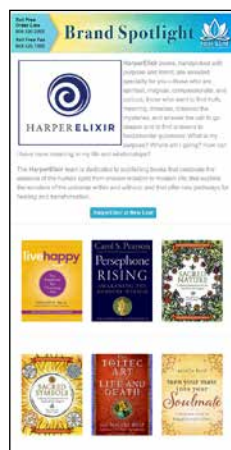
## ENLIGHTENED BUYER

Ad Rate: \$200

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.

### Enlightened Buyer offers:

- Takes the product page description beyond the simple listing, featuring detailed Author profiles and photos.
- Gives the book relevance to the retail buyer
- Makes the purchase easy for customers
- Shows the buyer the potential for customer interest and breadth of audience
- Builds your name recognition
- Lets the buyer experience the author's message first hand
- Offers multiple social media exposures such as links to Facebook, Twitter, YouTube and so much more.
- Offers "Where in Your Store" product placement advice



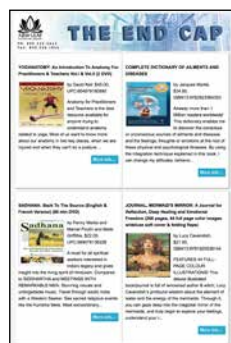
## BRAND SPOTLIGHT

Ad Rate: \$275

Brand Spotlight offers a renewed focus on your brand.

### Brand Spotlight offers:

- Your logo, your mission statement, your titles or products – nothing else
- Proven showcasing of your brand out of the thousands of brands the New Leaf carries
- Accommodates up to 12 title/product listings per e-blast
- Two transmissions over a one month period to super-charge exposure
- Option to pass on a special price to the store customers in order to jumpstart sales
- Over 2,800 recipients per issue
- Rich images to capture and hold the buyer's attention
- Average of 15% opens per issue



## END CAP

Ad Rate: \$130

The End Cap is a place to show your new titles and products – 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 \$130. We even throw in a free carousel web ad valued at \$50. It's a deal you can't beat!



## E-LEAVES WEEKLY NEWSLETTER

Ad Rate: See Chart ( PICTURED RIGHT)

eLeaves is our weekly e-mail newsletter. With a robust circulation, eLeaves is one of our most frequently read publications. It contains highlight two types of new additions: titles not yet published and titles/products that re newly received into our warehouse. Because of its timeliness, many buyers say it is an important purchasing tool.

Ads in eLeaves 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 its effectiveness with Enhance Product Detail Pages and a Carousel Ad to maximize attention to your titles and products online.

eLeaves Ad Rates	
AD TYPE	AD RATES
Audio/Video Clip (each)	\$25
Sidebar - Single	\$125
Sidebar - Double	\$150
Sidebar - Triple	\$175
Top Banner	\$250

To start advertising using our e-mail services, please complete the ad insertion order form. See the section "How to Order Advertising" on page 1.

# Print Advertising Pricing

## NewLeaves UPDATE Catalog Ad Rates

AD SPACE	1x RATE	3x RATE	6x RATE	9x RATE	12x RATE
SPONSORED LISTING	\$75	\$75	\$75	\$75	\$75
SHOWCASE LISTING	\$150	\$150	\$150	\$150	\$150
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

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.)*

## Sidelines Annual Catalog Ad Rates

AD SPACE	RATE
SHOWCASE <i>(each additional Showcase ad for \$50)</i>	\$90
QUARTER PAGE	\$250
HALF PAGE	\$425
FULL PAGE	\$600
SPREAD	\$1100

SPECIAL PLACEMENT**	RATE
BACK COVER	\$525
FIRST PAGE	\$700
INSIDE FRONT COVER	\$700
FRONT COVER	\$900
FRONT COVER w/ SPREAD	\$1200
OVATION CENTERFOLD	\$1400

## EVOLVE! Magazine Ad Rates

AD SPACE	RATE
"HAPPENINGS" CLASSIFIEDS	\$75
SHOWCASE	\$300
QUARTER PAGE	\$550
HALF PAGE	\$935
FULL PAGE	\$1375
SPREAD	\$2475

SPECIAL PLACEMENT**	RATE
BACK COVER	\$2200
FIRST PAGE	\$1850
INSIDE FRONT COVER	\$1950
FRONT COVER	\$3000
FRONT COVER w/ SPREAD	\$3495
OVATION CENTERFOLD	\$2500

Please refer to the **Advertising Dimensions & Specs** featured on **page 7** to see the more information on various ad sizes.

## DID YOU KNOW? Print Ads Include FREE Web Advertising

FULL PAGE AD .....	Includes Banner Web Ad (\$250 Value)
HALF PAGE AD .....	Includes 3x Deep Web Ad (\$175 Value)
QUARTER PAGE AD .....	Includes 2x Deep or wide Web Ad (\$150 Value)
SHOWCASE AD .....	Includes Carousel Web Ad (\$150 Value)
SPREAD AD .....	Includes Banner Web Ad (\$250 Value)
FIRST PAGE PLACEMENT .....	Include 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 .....	Includes Banner Web Ad (\$250 Value)
FRONT COVER PLACEMENT W/ SPREAD .....	Includes Banner Web Ad (\$250 Value)

## 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:

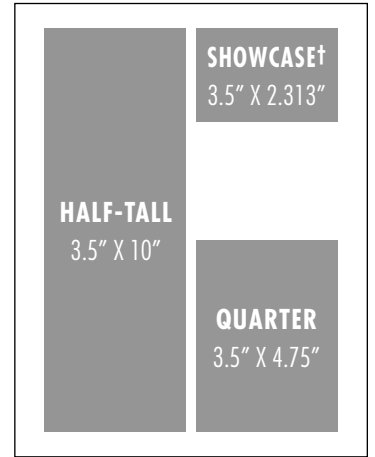
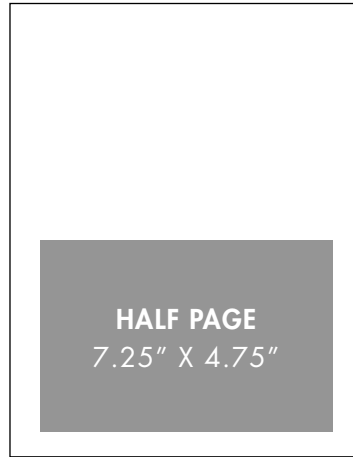
- Items which New Leaf does not sell
- Items which have not been approved by the Buying Department for distribution
- Contact information
- Email addresses
- Phone numbers
- Mailing addresses
- Web addresses

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

## CONSIGNMENT VENDORS

Get 15% discount on all print advertisements ¼ page or larger.

# Ad Dimensions & Specs



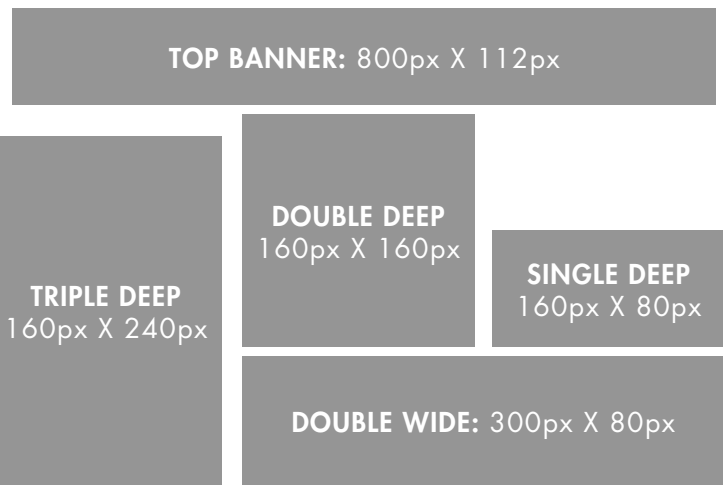
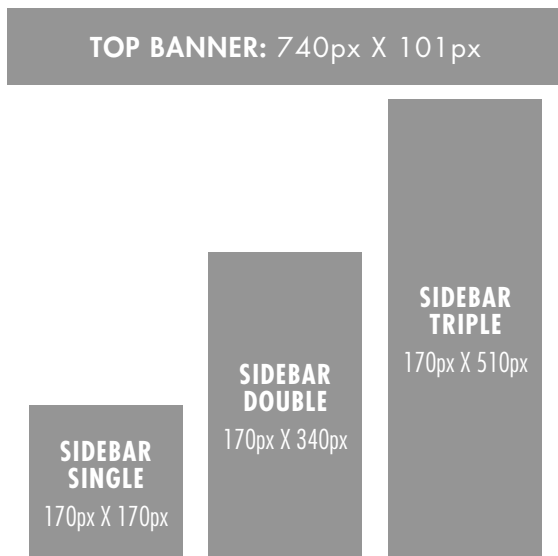
New Leaf Distributing Company's print ad sizes are applicable to all of our current printed publications including NewLeaves Updates, EVOLVE! Magazine, and the Sidelines Annual Catalog. For more information, please refer to our Print Advertising Pricing Section.

## Print Ad Sizes

AD TYPE	WIDTH	HEIGHT	AD TYPE	WIDTH	HEIGHT
FULL PAGE WITH BLEED	8.75 in.	11.25in	QUARTER PAGE	3.5 in.	4.75 in.
FULL PAGE	7.25 in.	10 in.	SHOWCASE†	3.5 in.	2.313 in.
HALF PAGE - WIDE	7.25 in.	4.75 in.	SPREAD.....2 separate FULL or FULL BLEED pages		
HALF PAGE - TALL	3.5 in.	10 in.			

Please contact:  
[newleafgraphics@lotuspress.com](mailto:newleafgraphics@lotuspress.com)  
for information regarding the specs for  
NewLeaves Updates cover, Sidelines Annual  
Catalog cover, EVOLVE! Magazine cover, or  
the Ovation Centerfold

† **Showcase** listings include a single product image and one paragraph blurb ONLY. Layouts for Showcase are done by our design team.



## Website Advertising Sizes (IN PIXELS)

### eLeaves Advertising Sizes (IN PIXELS)

AD TYPE	WIDTH	HEIGHT
Sidebar – Single	170px	170px
Sidebar – Double	170px	340px
Sidebar – Triple	170px	510px
Top Banner	740px	101px

### Public Home Page

AD TYPE	WIDTH	HEIGHT
Banner	800px	112px
Triple Deep	160px	240px
Double Deep	160px	160px
Double Wide	300px	80px
Single	160px	80px

### Log-In Page

AD TYPE	WIDTH	HEIGHT
Banner	800px	112px
Triple Deep	160px	240px
Double Deep	160px	160px
Single	160px	80px

### Retailer Home Page

AD TYPE	WIDTH	HEIGHT
Banner	800px	112px
Triple Deep	160px	240px
Double Deep	160px	160px
Single	160px	80px

## ★★ SPECIAL PLACEMENT ADS REQUIRE RESERVATIONS!

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

(PLEASE NOTE: All ad diagrams shown are not actual size.)