

# Introductory Advertising Packages

**Initiation Package: \$350 (\$635 value, ad design not included)** At minimum, Publisher/Vendor must participate in the Initiation Package for new titles and products. This package includes an introductory special and the following types of advertising:

- ✓ Introductory Special: In order to generate interest and encourage retailer stores to stock your titles/products, New Leaf will offer your titles/products in an Introductory Special for the first month. You provide an extra 13% off the cost of goods for the one month, and New Leaf passes a 45% discount off retail to our store customers for that same month.
- ✓ Inclusion in web special with two carousel ads 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
- ✓ Inclusion in Updates End Cap, which features new titles and products in an attractive and affordable format
- ✓ 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

NOTE: 3 to 10 products will cost \$10 more per prod. Enhanced Promotional Packages: In addition to or instead of the Initiation Package Promotional described above, you may select one of the following packages for promoting your books/products.

**Web Bliss Package: \$400 (\$535 value, ad design not included)**

- ✓ Introductory Special: In order to generate interest and encourage retailer stores to stock your titles/products, New Leaf will offer your titles/products in an Introductory Special for the first month. You provide an extra 13% off the cost of goods for the one month, and New Leaf passes a 45% discount off retail to our store customers for that same month.
- ✓ Inclusion in web special with two carousel ads 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 Eleaves sidebar 3 ad
- ✓ Inclusion in Updates End Cap, which features new titles and products in an attractive and affordable format.
- ✓ One Updates Showcase ad, featuring an image of your title/product along with details and a short description.
- ✓ 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

**Take Me Higher Package: \$700 (\$955 value, ad design not included)**

- ✓ Introductory Special: In order to generate interest and encourage retailer stores to stock your titles/products, New Leaf will offer your titles/products in an Introductory Special for the first month. You provide an extra 13% off the cost of goods for the one month, and New Leaf passes a 45% discount off retail to our store customers for that same month.
- ✓ One Showcase ad in Evolve!, our feature consumer magazine with a circulation of over 20,000
- ✓ 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 Updates End Cap, which features new titles and products in an attractive and affordable format
- ✓ Inclusion in web special with two carousel ads 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
- ✓ 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