



## Scrapbooking.com Magazine Insertion Order Weekly Business Newsletter Ad Program

A-Z Media/ Scrapbooking.com Magazine  
 6965 El Camino Real Ste. 105-234  
 Carlsbad, CA 92009  
 T. 760-929-7090  
 F. 866-874-9156  
 Corporate Contact: Nancy Snow  
 Email: nsnow@a-z.com  
 Account Rep: Stefan Harlan, COO  
 Email: sharlan@a-z.com

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, St, Zip \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Email: \_\_\_\_\_

**Company agrees to purchase ad space in Scrapbooking.com Magazine's Weekly Business Newsletter as follows:**

Qty.	Placement	Ad Rate	I.O. Total
<input type="checkbox"/> 1	1 per month for 1 month	\$275	\$275
<input type="checkbox"/> 4	4 per month for 1 month	\$199	\$796
<input type="checkbox"/> 12	4 per month for 3 months	\$149	\$1,788
<input type="checkbox"/> 24	4 per month for 6 months	\$125	\$3,000
<input type="checkbox"/> 48	4 per month for 12 months	\$99	\$4,752

- Ad placement schedule to be determined.
- Creative is due the Friday before the Wednesday run date.

**NOTE:** In the event that desired dates or placements are sold out at time of signing, Scrapbooking.com Magazine agrees to provide replacement advertising of equal or greater value.

This represents the total agreement between A-Z Media/Scrapbooking.com Magazine and the below signed company.

**A-Z Media/Scrapbooking.com Magazine**

Signed: \_\_\_\_\_  
 Name: Stefan Harlan  
 Title: COO  
 Date: \_\_\_\_\_

**Company:** \_\_\_\_\_

Signed: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Date: \_\_\_\_\_

This Insertion Order is effective upon signing by a corporate officer of A-Z Media/Scrapbooking.com Magazine.

**A-Z Media/Scrapbooking.com Magazine**

Signed: \_\_\_\_\_  
 Name: Dennis Conforto  
 Title: CEO  
 Date: \_\_\_\_\_

**Payment Terms & Conditions**

Company agrees to the following payment terms:

**Payment in full.** Payment in full of the total Insertion Order is due upon signing.

**Payment(s) will be made by:**

Check (payable to A-Z Media)

Automatically by credit card

**Credit Card Authorization:**

Card Type:  Visa  Mastercard  Discover  American Express

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

*Customer agrees to pay the amount reflected on this Insertion Order according to the cardholder's agreement.*

Authorized Signature: **X** \_\_\_\_\_ Date: \_\_\_\_\_

*Failure to make timely payment(s) as set forth in this Insertion Order will result in the above named company's advertisement being removed from the site, and the possibility of permanently losing placement position on the site. Additionally, company shall be subject to all late fees and finance charges as allowed by law in the State of California.*

## Technical Specifications

Ad Type	Image Dimensions (In Pixels, W X H)	Max. Image Size	File Format / Additional Information	Text Requirements
Top Ad	600 X 120	30k	JPEG, GIF, Animated GIF, or Flash	N/A
Skyscraper Side Ad	240 X 600	40k	JPEG, GIF, Animated GIF, or Flash	N/A
Box Side Ad	240 X 240	30k	JPEG, GIF, Animated GIF, or Flash	N/A
Cube Side Ad	125 X 125	30k	JPEG, GIF, Animated GIF, or Flash	N/A
Product Demo Ad	150 X 200	20k	JPEG, GIF, Animated GIF, or Flash	Up to 75 words
Contest Section Ad	450 X 120	30k	JPEG, GIF, Animated GIF, or Flash	Up to 25 words
Consumer Newsletter	120 X 260	15k	JPEG, GIF or Animated GIF	N/A
Business Newsletter	150 X 200	15k	JPEG, GIF or Animated GIF	Up to 75 words
Trade Show Preview Premium Ad	(2) 150 X 150 OR (1) 150 X 300	15k	JPEG, GIF or Animated GIF	Up to 200 words, including booth #
Trade Show Preview Basic Ad	150 X 150	15k	JPEG, GIF, Animated GIF	Up to 100 words
Advertorial / Magazine	500 X 500	45k	3 JPEGs (2 can be projects w/ instructions)	400+ Words
Advertorial / Consumer Newsletter	150 X 150	20k	JPEG, GIF, Animated GIF	Up to 75 words
Advertorial / Business Newsletter	150 X 200	20k	JPEG, GIF, Animated GIF	Up to 75 words
Online Shopping Link	125 X 150	15k	Up to 15 product icons	Up to 50 words
Survey	N/A	N/A	Max of 10 questions w/ up to 25 possible answers per question	N/A
Premier Retail Store Listing	200 X 125 Logo	15k	JPEG or GIF	Up to 25 words of ad copy
EmailBlast – Consumer or Retailer	See links for Technical Specifications & Guidelines: Tech Specs - <a href="http://a-z.com/techspecs">http://a-z.com/techspecs</a> Guidelines - <a href="http://a-z.com/guidelines">http://a-z.com/guidelines</a>			

### Submission of Ads

When submitting ads, please note the following guidelines:

- Alt-text and click-text are not accepted or customizable (company name is displayed by default).
- Only one graphic URL will be accepted with each paid ad position. URL must be live at the time of submission.
- Manufacturer may change ad graphic as desired as long as the manufacturer hosts their own ad maintaining the same hyperlink.
- Scrapbooking.com Magazine encourages its advertising partners to host ads on their own servers to allow for greater flexibility and response time. In this manner, each partner maintains complete control of ad graphics and the frequency of media changes.
- Suggested graphic links:
  - Ad: <http://www.yoursite.com/images/yourad.gif>
  - URL (Website Link): <http://www.yoursite.com/>
- Only GIF, Animated GIF and JPEG file formats are accepted.

Submission addresses:

Website ads: [submissions@a-z.com](mailto:submissions@a-z.com)

Newsletter and Trade Show Preview ads: [newsletters@a-z.com](mailto:newsletters@a-z.com)

EmailBlasts: [newsletters@a-z.com](mailto:newsletters@a-z.com) plus a copy to your Account Manager

Website Advertorials and Press Releases: [publisher@a-z.com](mailto:publisher@a-z.com)

Newsletter Advertorials and Press Releases: [newsletters@a-z.com](mailto:newsletters@a-z.com)

Survey: [sbcsurveys@a-z.com](mailto:sbcsurveys@a-z.com)



## 2010 RATE CARD

Product	Unit Price
<b>Top Ad</b>	
Table of Contents Page Placement	\$899 / month
Dept. or Article Page Placement	\$699 / month
<b>Side Ad</b>	
Skyscraper Table of Contents Page Placement	\$799 / month
Skyscraper Dept. or Article Page Placement	\$499 / month
Box Table of Contents Page Placement	\$599 / month
Box Dept. or Article Page Placement	\$399 / month
Cube Table of Contents Page Placement	\$99 / month
Cube Dept. or Article Page Placement	\$90 / month
<b>Contest Ad</b>	
Contest Section Placement	\$999 / month
<b>Demo Ad</b>	
Product Demo	\$599 / month
<b>Advertorial – Magazine or Newsletter</b>	
Client Provided Advertorial	\$399 / month
<b>Newsletter Ad</b>	
Consumer Newsletter	\$425 / issue
Business Newsletter	\$275 / issue
<b>Consumer EmailBlast</b>	
National	\$999 / blast
State	\$499 / blast
<b>Trade Show Preview</b>	
Premium Ad	\$750 / issue
Basic Ad	\$450 / issue
Trade Show Preview Link	\$99 / issue
<b>Consumer Survey</b>	
Min 5/Max 10 Questions	\$75 / question
<b>Retail Focused Programs</b>	
Retail Store EmailBlast	\$999 / blast
Retail Store Survey - Min 5/Max 10 Questions	\$75 / question
<b>Creative Services</b>	
Ad Creation – Nominal Fees	Call for quote
Custom Layout	\$75 / layout
<b>Directory Listings</b>	
Premier Retail Store Listing	\$149.70 / semi-annual
Online Shopping Link	\$149.70 / semi-annual
Consultant Directory	\$20 / mo
Digital Designer Directory	\$20 / mo

Pricing effective 08/01/10

### Discounts

- A 10% discount is available on prepaid annual products and package programs.
- SMART Buying Group Members receive a 5% discount on all products.
- Quantity discounts are available on several products. Contact us at 888-551-7467 or [adinfo@scrapbooking.com](mailto:adinfo@scrapbooking.com) for details.

# Scrapbooking.com

MAGAZINE  
it's your life

## PERFORMANCE WARRANTY AGREEMENT

We believe so strongly in our publications' ability to perform that we warranty it! If for any reason any of our marketing products do not perform to your reasonable satisfaction, we will provide additional marketing products for up to ninety (90) days, at no extra charge. These additional marketing products would be added for the purpose of strengthening the performance of your existing marketing program. Any additional free marketing products will be added to your current, active marketing program.

- To exercise the Performance Warranty, please contact your Account Manager in writing with your specific concerns.
- Selection and amount of the additional free marketing products will be at the discretion of Scrapbooking.com.
- Advertiser agrees to review the results of the additional advertising with the Account Manager to determine its effectiveness and ensure that all issues have been resolved.
- If after (90) days you are not completely satisfied you may cancel the remainder of your agreement without penalty.



**A-Z Media / Scrapooking.com Magazine**

**Advertiser:** \_\_\_\_\_

Signed: \_\_\_\_\_

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_