

Advertising Guide for the WorldofNeedlepoint.com updated 11.09

What's in it for you?

Be seen!

As the premier Web site of the Needlepoint Group, the WorldofNeedlepoint.com is fast becoming the go-to-site for both stitchers and non-stitchers alike. In addition to highlighting our advertisers, WorldofNeedlepoint.com provides visitors with information about what's old and what's new, what's available, and where to find out more about needlepoint.

Increase traffic to your own web site

Your advertisement or profile links visitors directly to your own site. Based on early statistics, visitors often click through to other sites from the ads and images on WorldofNeedlepoint.com.

Connect with needlepoint enthusiasts and new stitchers

Through search engine optimization, thousands are discovering the WorldofNeedlepoint.com. In addition, an active print advertising schedule and online links with other needlepoint informational sites continually increase the site's exposure.

Traffic is also driven through links from members' sites, TNNA.org, other needlework associations, as well as other industry and non-industry communications

Be part of a community

As an added benefit to belonging to the Needlepoint Group, only members may advertise on the site. Be seen by both your customers and your peers as a strong and vibrant company fully participating in your industry's future. Your involvement also further enhances the Needlepoint Group's mission of expanding people's understanding, appreciation and participation in the stitching arts.

Contact information:

Publisher

Offinger Management/TNNA
info@offinger.com; 800-889-8662

Advertising Sales

Jane Miller: jmiller@offinger.com

Site Manager/Designer

Sherry Mulne, Business Directions inc: bdirect@columbus.rr.com

Needlepoint Group

Chair: Pete Poitras of JP Needlepoint

Vice Chair: Dale Lenci of DJ Designs

Secretary/Treasurer: Cathy Rapoza of Alice Peterson Co.

Information Submission Guidelines

“Information” refers to listings on the Shop Finder and Artist Finder, as well as all other LINK Categories

Shop and Artist Finders:

All members of TNNA who are also members of the Needlepoint Group are automatically included in the Shop and Artist (Wholesaler/Manufacturer) Finder **at no additional charge**. If your information is incorrect, please contact TNNA directly at 800-889-8662.

LINKS:

Any Needlepoint Group member may submit information **for free**. Listings and direct links for kids classes, education, teachers, blogs and stitches should be submitted directly to Sherry Mulne at bdirect@columbus.rr.com. Please include a short description, effective dates (if necessary) and the appropriate url.

- Submissions remain posted indefinitely unless requested otherwise
- Information may be submitted at any time

AD Rate Card



Featured Artist/Retailer Profile	\$75/month (not available in January or June)
Featured ad	\$30/month (not available in January or June)
Large ad	\$40/month
Small ad	\$20/month

Mailing and Shipping instructions:

A. Insertion orders and agreements

Send to Jane Miller
TNNA
1100-H Brandywine Blvd.
Zanesville OH 43701
Fax: 740-452-2552
Email: jmiller@offinger.com

B. All advertising copy and graphics

Send to Sherry Mulne
Business Directions inc
Phone: 614-237-0700
Email: bdirect@columbus.rr.com

Ad Rates and Programs

You must be a Needlepoint Group member to advertise. To join the Needlepoint Group, contact TNNA at 800-889-8662. Needlepoint Group membership is \$40/year.

Profiles: Featured Retailer or Featured Artist (Designer/Wholesaler)

(not available during all months)

- Share the spotlight on WorldofNeedlepoint.com's Welcome page for a full month (one artist and one retailer featured per month)
- Tell your story on your own Featured Artist or Featured Retailer Page
- Feature up to five images . . . self portrait, finished products, new designs, special store displays, or what have you
- Link directly to your own Web site
- Keep your images alive and in front of your audience as an Archived Artist or Retailer . . . forever

ADS (all link directly to your own Web site)

Featured Advertiser (small ad)

- Advertise your company on one of the Featured pages (non-competing)
- Your ad stays live on archived pages

SMALL Ad

- Increase traffic to your site with this economical, small ad.
- Keep information to a minimum

LARGE Ad



- Highlight a new product, event or idea!

Advertising closing dates

Ads are accepted on a first come, first serve basis.

Advertising submission dates

Ads and copy must be submitted on the tenth of the month prior to posting.

For example, August 10 for September posting, September 10 for October posting.

Failure to provide a completed ad will result in a forfeiture of any payments made.

Profile, Ad Size and Material Requirements

All image and copy files must be submitted electronically by the tenth of the month prior to posting to bdirect@columbus.rr.com


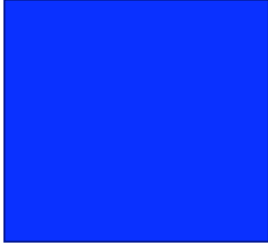
For All

- All images must be complete and provided in electronic file format: jpg, gif or bmp
- It's best to use RGB, web safe colors in all artwork
- Files should be no more than 50 kb
- Images must be no more than 150 dpi (dots per inch)
- Provide appropriate web address for link

Profiles: Featured Artist or Retailer

- Provide up to 5 images
 - Image size: no more than 200 pixels wide
 - Designate one image to be used for Welcome Page (note, this image will not be included in the Archived page)
- Copy: 750 words

Ads:

<p>SMALL Ad (Featured and General small ads) 110 x 230 pixels – horizontal Example:</p> 	<p>LARGE Ad 230 x 230 pixels (SQUARE) Example:</p> 
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Ad Services

The following rates will apply upon Advertiser's request for assistance:

- Ad design billed at \$75/hour; minimum one hour charge
- Production changes and edits, billed at \$75/hour; minimum one hour charge.
Note: Upon receipt of your ad or featured story and images, you will be advised as to potential charges for changes and edits.
- All ad rates listed are net and subject to change.

Insertion Order Form

Advertisers will be invoiced or charged one month prior to posting. Payment must be made prior to posting. Failure to pay will result in the ad or profile not being displayed.

Please choose the month and type of ad. Ads will be placed on a first come, first serve basis. They may be placed on general Web site, Archive or Link pages.

Featured ads: In months in which there is no featured retailer, no featured wholesaler ads will appear. Likewise, if there is no featured artist, no featured retailer ads will appear. If you've requested a featured ad and we cannot post your ad as requested, you will be contacted and will have the opportunity to select an alternative placement.

Month	Dec. 09	Jan. 10	Feb. 10	Mar. 10	Apr. 10	May 10	June 10	July 10	Aug. 10	Sept. 10	Oct. 10	Nov. 10	Dec. 10
Profile: Featured Artist		na	na				na						
Profile: Featured Retailer		na					na						
Featured Ad		na					na						
Small ad													
Large ad													

Advertiser's Name _____

Contact Name _____

Mailing address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Payment: invoice me bill my credit card check included

Checks payable to: The National NeedleArts Association (TNNA)

All payments in U.S. funds drawn on U.S. banks. \$25 fee charged for returned checks.

Credit Card: Visa MasterCard American Express Discover

Card Number _____ Exp _____

3-digit security code _____ Amt. to be charged \$ _____

Name on Card _____

Billing Address _____

Signature _____