

knitty rate card

a web-only knitting magazine * est. 2002®

Archived ads These perpetual clickable ads stay in place and active after an issue is archived. Our website archives are easily accessible by our readership 24 hours a day, and are the most-visited section of the Knitty site after the front page of the current issue. Your ad will continue to be visible and clickable in the Knitty web archives for as long as Knitty's site

Issue Sponsorship [rotating]

Dynamic vertical banner ad at the top of the left navigation bar on every page in the issue. Host it on your own server and update your ad as often you wish – even after the issue is in the archive, *or* use Javascript, ASP or PHP code to control your image and linking URL.

Fall 2008:	\$2750
Winter 2008:	\$2750
Spring 2009:	\$2750

200 pixels tall

140 pixels wide

Pattern & Features Index Pages [rotating]

Every time the Patterns or Features index page is loaded, ONE of the static Index page ads will be displayed to the right of the pattern thumbnails and feature article listings – this gives you *individual exposure on our highest-traffic pages*. Ads will load randomly and all ads will receive equal exposure over time. Index page ads will be archived, rotating and clickable for as long as Knitty's website exists.

Fall 2008:	\$750
Winter 2008:	\$750
Spring 2009:	\$750

200 pixels tall

200 pixels wide

Content Pages [one static ad per page] Prominently displayed above the pattern or article. Knitty ads may feature any product within our advertising guidelines; Knittyspin ads may only feature spinning products [spinning tools, books, fiber]. Pages are sold on a first-come, first-served basis. Advertisers may select from available content pages to match their ad message to our readers' interest *when possible*.

Knitty Fall 2008, Winter 2008, Spring 2009: \$250

Knittyspin Fall 2008, Winter 2008, Spring 2009: \$175

65 pixels tall

540 pixels wide

Single-tall Bizcard [static]

On our Covet Central page – our online shopping mall. The most affordable way to be seen by our readers!

Fall 2008:	\$120
Winter 2008:	\$120
Spring 2009:	\$120

100 pixels tall

210 pixels wide

Double-tall Bizcard [static]

Located on our Covet Central page – our online shopping mall. Our readers visit this page specifically to shop and to see what's new!

A double-tall ad gets extra attention at a great price.

Fall 2008:	\$205
Winter 2008:	\$205
Spring 2009:	\$205

200 pixels tall

210 pixels wide

To book your ad in Knitty, visit knitty.com/bookit.html or write knittyadmanager@gmail.com

Prices are in US dollars, effective August 1, 2008, and are subject to change at any time.

Periodic ads These limited-time clickable ads go live on the site with a new issue and remain live and active during the 3-month period of the issue. Periodic ads are replaced by the next issue's ads when the new issue goes live.

Archive section [rotating]

Static ads are prominently displayed to the right of our busy archive listings, on all 31 pages in this category. The main archive page is the 2nd most-visited page after our main front page at <http://knitty.com>!

Your archive ad will be live on the site during the 3-month period noted below.

Fall 2008	Sept-Nov:	\$450
Winter 2008	Dec-Feb:	\$450
Spring 2009	Mar-May	\$450

200 pixels wide

200 pixels tall

Message Board [rotating] Dynamic banner ad prominently displayed at the top of every page on our very active message board, hosted on your own server so that you may update it whenever you wish. Our popular message board site [called the Knitty Coffeeshop – knittyboard.com] is home to more than 24,750 members.

Fall 2008	Sept-Nov:	\$500
Winter 2008	Dec-Feb:	\$500
Spring 2009	Mar-May	\$500

475 pixels wide

100 pixels tall

Glossary

Archived Perpetual clickable ads which become active when the issue goes live; these ads remain live and active when the issue is listed in the archive.

Dynamic A self-hosted ad image that you may change any time you wish **or** the option to use Javascript, ASP or PHP to control your image and linking URL.

Periodic Limited-time clickable ads which go live on the site with a new issue and remain live and active during the 3-month period of the issue.

Rotating A limited number of ads share the same ad space. Each time a page is viewed, a new ad loads in the designated space. All ads in a given space will receive equal exposure over time.

Static A Knitty-hosted ad image that you provide which does not change for the life of the issue you have booked. Artwork or URL may be changed for a small fee.

To book your ad in Knitty, visit knitty.com/bookit.html or write knittyadmanager@gmail.com

Prices are in US dollars, effective August 1, 2008, and are subject to change at any time.



advertising guidelines

Questions? Write our Advertising Manager, Jillian Moreno, at knittyadmanager@gmail.com – she's here to help!

Issue	Ad deadline	General theme	Issue live	Accessible in the archives beginning
Fall	Aug 1, 2008	Cool-weather garments and accessories	Sept-Nov	Aug 1, 2008
Winter	Nov 1, 2008	Knitted gifts and garments	Dec-Feb	Nov 1, 2008
Spring	Feb 1, 2009	Warm-weather garments and accessories	March-May	Feb 1, 2009
Summer	May 1, 2009	Hot-weather garments, layers and accessories	June-Aug	May 1, 2009

All advertisers in each issue are listed on a static "our advertisers" page, linked in the top navigation bar, so that readers may locate and click on any advertiser's URL with ease without having to search for an ad. This listing will be in alphabetical order, text only and clickable and will be archived with the issue.

Ads must be in either JPG or GIF format, with a resolution of 72 ppi. No animated GIFs, flash-based ads, pop-ups or pop-unders are permitted under any circumstances. Each category's ad size is noted below and to the right of its description box on pgs 1-2.

1. Knitty will accept advertisements for knitting and fiber-related products, supplies, tools, books, magazines, patterns and services as well as handcrafted items and items of interest to knitters and spinners. Knitty will not accept advertising we feel is offensive, harmful, tasteless or inappropriate. Knitty reserves the right to reject any advertisement before publication. For content-page advertisements, Knitty reserves the right to choose the page your ad will appear on.
2. To confirm availability of your desired ad space[s], please contact the Advertising Manager at knittyadmanager@gmail.com before booking your ad. Advertising for an upcoming issue must be paid in full by the issue advertising deadline noted above. Our preferred method of payment is Paypal. [Certified check or money order are also acceptable.] Please contact the Advertising Manager for payment details. **Ad fees are nonrefundable.** Your ad space is not reserved until your payment has been received by Knitty. Knitty must charge GST on insertions from advertisers who are located in Canada.
3. Advertising must be submitted in the exact pixel size specified on pages 1-2 of this Rate Card, in either JPG or GIF format, with a resolution of 72 ppi. No animated GIFs, flash-based ads, pop-ups or pop-unders are permitted. Once an issue of Knitty has been archived, if you wish to make a change to your ad [for example, if you change the URL the ad links to, or wish to use new artwork], the fee is \$50.

4. Dynamic ads only: We are happy to host your ad, but there is an advantage to hosting it on your own server: you may change the ad as frequently as you wish. So if you are offering a special sale for one week only, simply upload a new ad. Then upload a replacement ad when the sale is over. This allows you to have the ultimate control over your advertising message, at no additional cost.

When you book the Issue Sponsorship ad, even when your ad is in the archives, you will continue to have this control over your message.

When you book a dynamic ad space, you also have the option to use Javascript, ASP or PHP to control your image and linking URL. This is the most effective use of this powerful ad space.

Please be advised that, in the unlikely event that you upload an advertisement that does not meet our advertising standards [see item 1], we reserve the right to suspend your insertion until the ad is replaced with a suitable one.

Other services

If you wish to have Knitty create your ad artwork for you, we would be pleased to assist. We require all copy [text], images and logos from the advertiser two weeks prior to the advertising deadline. The fee to create business card ads is \$50; to create any other size ad, the fee is \$150. Minor changes to your ad's artwork after you have given your final approval are \$50.

Knitty can also design a logo for you – please e-mail the Advertising Manager for a quotation and further details.

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