knitty rate card
a web-only knitting magazine ✳ est. 2002 ®

Archived ads These permanent clickable ads stay in place and continue to be clickable after an issue is archived in our Library. Our website Library is easily accessible by our readership 24 hours a day, and is 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 at Knitty.com for as long as Knitty's site exists.

knitty
little purls of wisdom

issue 29 | fall 2009

issue sponsorship

160px wide
550px high
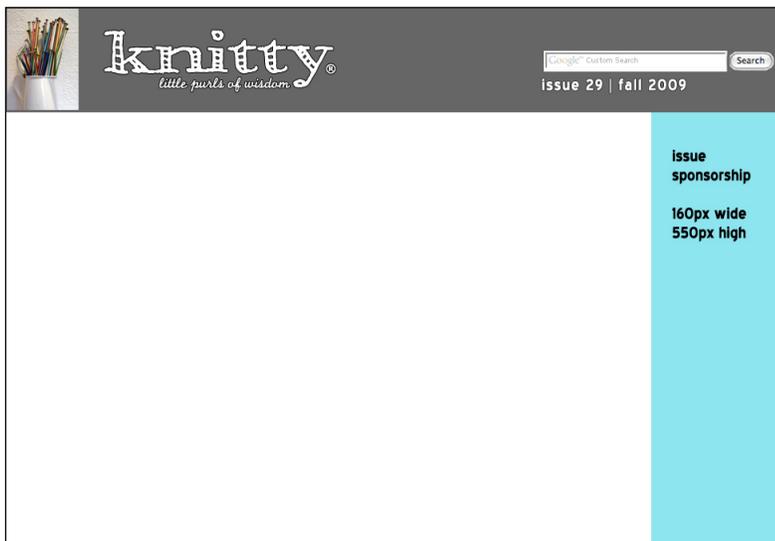
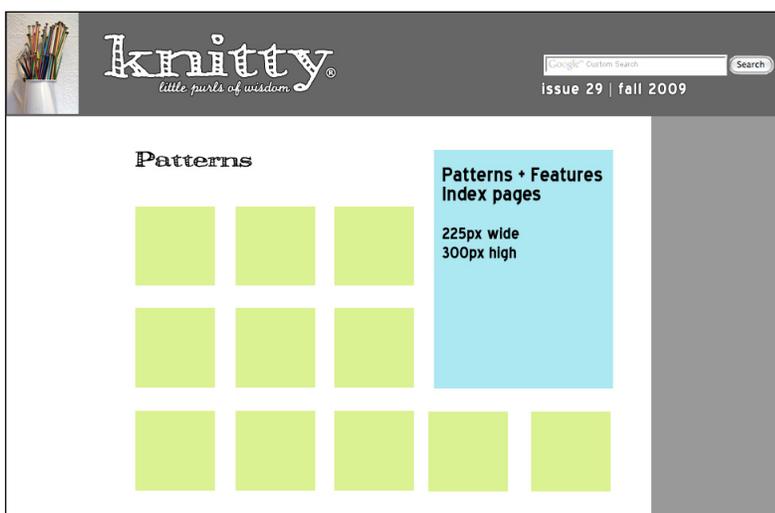### Issue Sponsorship: our most visible ad space
[dynamic • rotating • 6 spots available]

Your banner ad appears along the right side of every single page in the issue. No more than 6 advertisers may share this space. Ads load randomly and all ads receive equal exposure over time.

Host your ad on your own server and update your it as often you wish, even after the issue is in the Library! Use Javascript, ASP or PHP code to control your image and linking URL. Friendly technical support is available to help get your ad running smoothly.

Issue Sponsorship ads remain fully functional *and updatable* for as long as Knitty's website exists.

$2750

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Patterns

Patterns + Features
Index pages

225px wide
300px high

Pattern + Features Index Pages
[static • rotating • 15 spots available]

Every time the Patterns, Features and Knittyspin Index pages are loaded, one of the Index page ads booked for that issue will be displayed to the right of the pattern thumbnails and feature article listings. This gives you *individual exposure on our highest-profile pages.* Ads load randomly and all ads receive equal exposure over time.

Index page ads remain fully functional for as long as Knitty's website exists.

$750

To book your ad in Knitty, visit knitty.com/bookit.html or write knittyadmanager@gmail.com
Prices are in US dollars, effective October 26, 2010, and are subject to change at any time.

Glossary

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

Dynamic An ad image that you host on your own server that you may change any time you wish, even when your issue is in the Library.

Library Formerly called the Archive, the Library is the fully indexed home of every back issue of Knitty. Readers can find patterns and features by issue, by category, by name, by subject or search by yarn name, keyword or designer.

Periodic Limited-time clickable ads which go live on the site with a new issue and remain live and clickable 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 An unchanging ad image, hosted on Knitty's servers. Artwork or URL may be changed for a small fee at any time.
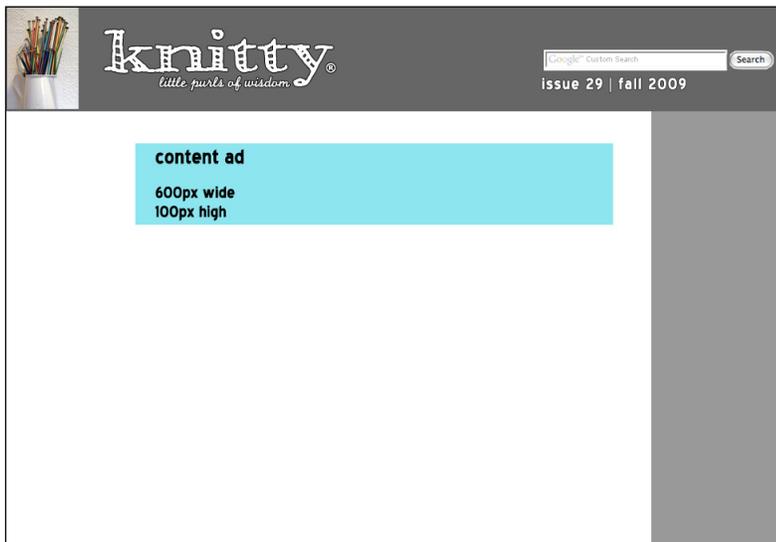
Content [static • one content ad per page]

This exclusive space gives you prime visibility at the top of a pattern or feature article. Your ad will be the only one at the top of your page. 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 $250
Knittyspin $200

Bizcard [static]

Covet Central is Knitty's 24-hour shopping mall. Our readers visit this page specifically to shop and to see what's new. A Knitty Bizcard is the most affordable way to be seen by our readers!

Bizcard ads remain fully functional for as long as Knitty's website exists.

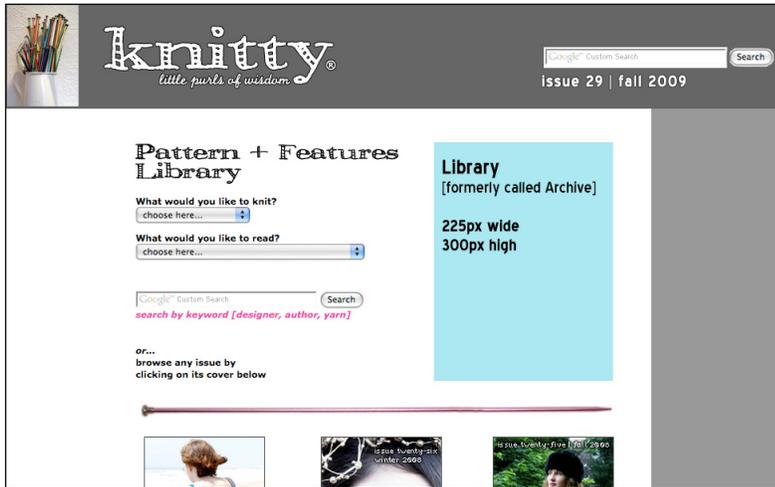Three sizes: single • double wide • double tall

Single Bizcard
$120
Double-wide *[new!]* or Double-tall Bizcard
$205

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.


Pattern + Features Library
[static • rotating • 10 spots available]

Prominently displayed at the top right of all 31 pages in our Library of patterns and features from previous issues. The main Library page is the 2nd most-visited page after our front page at knitty.com! Ads load randomly and all ads receive equal exposure over time.

Your archive ad will be live on the site during the 3-month period noted on page 4.

$450
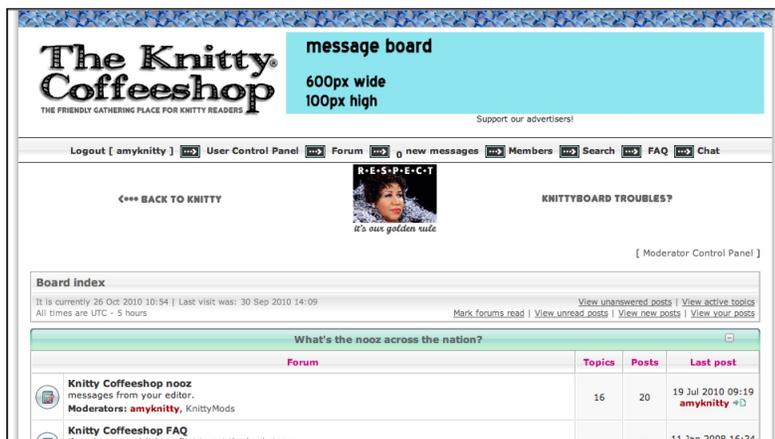
Message Board
[dynamic • rotating • 4 spots available]

Prominently displayed at the top of every page on our very active message board, updatable whenever you wish. Our popular message board [called The Knitty Coffeeshop, located at knittyboard.com] is home to more than 26,500 members.

The Coffeeshop has been online since 2003, is fully moderated, and our members appreciate the friendly, welcoming and supportive atmosphere that we work hard to maintain.

$450

KnittyBlog NEW!
[static • rotating • 4 spots available per month]

Featuring posts written by Knitty's two editors [Amy Singer and Jillian Moreno] and our two technical editors [Mandy Moore and Kate Atherley], the KnittyBlog -- located at knittyblog.com -- is a vital source of interaction and information for Knitty readers.

Updated 3-5 times per week, Knitty's blog receives, on average, 30,000+ hits per month. This number is steadily growing, thanks to our monthly contest, cross-promoted to our 90,000+ member mailing list, 35,000+ Facebook fans and more than 7,500 followers to our Twitter account.

$100/month

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advertising information

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

In 2010, we shifted our publication dates to better server our readers and advertisers.

Issue name	Issue live	General theme	Ad deadline
Winter 2011	Jan – Mar	Cold-weather garments + accessories	Dec 7, 2010
Spring+Summer 2011	Apr – June	Warm-to-hot-weather garments + accessories	Mar 1, 2011
First Fall + Holiday Headstart 2011	July – Sept	Transitional cool-weather layers + projects to knit early for holiday gifting	June 1, 2011
Deep Fall 2010	Oct – Dec	Cool-weather garments + accessories, quick last-minute gifts	Sept 1, 2011
Winter 2012	Jan – Mar	Cold-weather garments + accessories	Dec 1, 2011

All advertisers in each issue are listed on a handy "our advertisers" page so that readers may locate and visit the site of any advertiser with ease without having to search for their ad. This listing is in alphabetical order, text only and clickable and will be archived with the issue.

Loyalty discount Book 4 consecutive-running ads and receive a 10% discount! We'll bill you for each issue at the usual issue deadline [you don't need to pay for everything at once]. It's our way of saying thank you for your support of Knitty, and supporting you in return.

Ad content Knitty accepts advertisements for knitting, spinning 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 ads we feel are offensive, harmful, tasteless or inappropriate. Knitty reserves the right to reject any ad before publication. For content-page ads, Knitty reserves the right to choose the page your ad will appear on.

Artwork format Advertising must be submitted in the pixel size specified on pages 1-3 of this Rate Card, as either a static JPG or GIF, with a resolution of 72 dpi. 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.

Archived issues Knitty reserves the right to apply secondary ads [i.e. Google] outside the main page content once an issue is archived in the Library.

How to book Visit knitty.com/bookit.php, select the ad category or categories you wish to book, complete and submit the form. Our Advertising Manager will contact you to complete your order and arrange payment. 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 accepted. Your ad space is not reserved until your payment has been received by Knitty. **Ad fees are nonrefundable.** Ads booked by Canadian companies or individuals are subject to HST.

Design services Knitty would be pleased to create an ad for you, tweak existing artwork to fit your chosen ad space or give your ad a new, fresh look! We require all text, images and logos 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 to your specifications. Please e-mail the Advertising Manager at knittyadmanager@gmail.com for a quotation and further details.

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

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