

# 2009 **Crafts** nthings Web Advertising Rates

craftsnthings.com

is a unique, viable website that hosts a wide range of crafting opportunities for our readers and visitors. From the many exclusive, free bonus projects to the Win It! Program whereby our readers can register to win fabulous prizes each month to enhance their crafts, we've got it all!

**www.craftsnthings.com** home page, general rotating banner ads. Limited spaces available.

Ad Position	Ad Size (width x height)	Maximum File Size	File Type	Rate
Leaderboard	481x80	50 KB	gif or jpg	\$250/month
Button	160x160	50 KB	gif or jpg	\$200/month
Half Skyscraper	160x300	50 KB	gif or jpg	\$300/month
Skyscraper	160x600	50 KB	gif or jpg	\$400/month

Above rates are for camera ready copy.

## The Crafts 'n things e-newsletter

is published once monthly. It is mailed to a group of active, prolific crafters. In each issue you'll find several free projects that are true to the editorial roadmap of the print version of the magazine. The projects will be primarily in the intermediate to advanced categories including, but not limited to, sewing, yarn crafts, rubber stamping, beading, clay, paper crafts, needlework and decorative painting.

**Crafts 'n things e-Newsletter banner ads.** Limited spaces available.

Ad Position	Ad Size (width x height)	Maximum File Size	File Type	Rate
Button	160x160	25k	gif or jpg	\$6 CPM
Half Skyscraper	160x300	25k	gif or jpg	\$8 CPM
Skyscraper	160x600	25k	gif or jpg	\$10 CPM

Above rates are for camera ready copy.



## Sponsorship Opportunities

Inquire today how you can bring it all together for crafters by sponsoring a newsletter project and advertisement on the same page. What better way to reinforce the benefits of your product line than by showing a prolific crafter how to use it?

## Custom Advertising Opportunities

Don't see what you're looking for here? Just give us a call and we'll work with you to devise a program that will help you meet your objectives.

**Sally Ann Finnegan**  
Sales & Marketing Manager  
**800-947-8209**

**Phyllis Stegemoller**  
Sr. Adv. Sales Representative  
**800-272-3871**