

m e d i a   k i t   d e c e m b e r   2 0 0 8



***Sewing.org***

***SEW-lutions E-mail Newsletter***

***SEW-lutions Blog***

## Thank you for your interest in advertising with the Sewing & Craft Alliance!

*Since 1995, sewing.org has been one of the most popular sewing websites on the Internet, bringing project ideas, learn-to-sew information, educational articles and interactive resources to sewing enthusiasts around the world. In 2008, the domain joined the family of websites owned by the Sewing & Craft Alliance.*

*The SCA is continuing the tradition of the site with an information-rich format. The site is open to the sewing and craft industry as an advertising medium to reach interested consumers.*

*For more information, please write to us at [advertise@sewing.org](mailto:advertise@sewing.org)*

### Ad Submission Guidelines

- All ads must be sewing, quilting, embroidery, needlework or craft related
- File sizes may not exceed 40K
- Files must be submitted in GIF, JPG or PNG format
- All files are due by the 15th of the month prior to the month in which the ad will run
- Payment is due prior to ad placement
- Trackings statistics are provided at the end of the campaign.
- Professional ad design services are available for an additional fee



### Site Information

- Sewing.org is updated monthly with new projects, new Guideline articles and a featured sewing room. Former Sew News editor, Linda Griepentrog, also writes weekly in the SEW-lutions blog.
- Sewing.org is currently #1 in Google for the keywords "sewing" and "learn to sew" (a spot its held for many years) and #2 (the first sewing-related response) for the word "sew."
- Sewing.org also holds the #1 organic spot in a number of other search engines / indexes for the word "sewing."
- At the end of 2007, the site averaged 240,000 unique visitors per month (3.1 million annually) *Visits dropped due to an extended time lapse while the site was down during bankruptcy proceedings of its former owner.*
- The site currently averages approximately 130,000 unique visitors per month (over 1.5 million/year) and is consistently increasing each month.
- The SEW-lutions newsletter is e-mailed monthly to over 28,000 qualified, opt-in subscribers and has an average open rate of 44% with a click through rate of approximately 48%. *Marketing reports indicate that an open rate of 25%-30% is considered average while an open rate of 30-40% is considered "good."*

### Free Project Submission

**Sewing.org accepts the submission of projects for possible inclusion on the website. There is no charge for submission** and, if chosen to be included, the project will be featured for one month on the home page of the site (with a link to the provider), as well as in the appropriate "Free Projects" section of the site. After the initial feature month on the home page, the project will be maintained in the "Free Projects" area and will include a link to the project's provider. There is no cost to the project's provider for submission; however, inclusion is not guaranteed and is at the sole discretion of the website team.

# Ad Pricing & Reservations



Prices effective through:

June 30, 2009

| Ad Location                                                    | Ad Size (in pixels)                                                           | Location              | #/pg           | Monthly Rate | RESERVE Price | Mo/Yr                                                            |
|----------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------------|----------------|--------------|---------------|------------------------------------------------------------------|
| <b>Home Page</b>                                               | 180 x 150 Rectangle                                                           | Rt Column             | 3              | \$1,200      | \$ _____      | _____                                                            |
|                                                                | Text only                                                                     | Rt Column             | 1              | \$1,200      | \$ _____      | _____                                                            |
|                                                                | 1-line title plus 35 words<br>Addt'l lines of text<br>approx 5 words per line |                       |                | \$150        | \$ _____      | _____                                                            |
| <b>Section Pages</b><br>Any single (main) project section page | 234 x 60 Half Banner                                                          | Body Rt               | 1              | \$350        | \$ _____      | _____                                                            |
|                                                                | 180 x 150 Rectangle                                                           | Body Rt               | 1              | \$475        | \$ _____      | _____                                                            |
|                                                                | ___ Baby/Toddler                                                              | ___ Bridal            | ___ Charitable |              |               |                                                                  |
|                                                                | ___ Dolls/Toys/Games                                                          | ___ Fashion           | ___ Fun        |              |               |                                                                  |
|                                                                | ___ Holiday                                                                   | ___ Home Dec          | ___ Jewelry    |              |               |                                                                  |
|                                                                | ___ Kids                                                                      | ___ Mens              | ___ Pets       |              |               |                                                                  |
|                                                                | ___ Pillows                                                                   | ___ Purses/Bags/Totes | ___ Quilt      |              |               |                                                                  |
|                                                                | ___ Teens                                                                     |                       |                |              |               |                                                                  |
|                                                                |                                                                               |                       |                |              |               | <i>Please make section page choice from the list to the left</i> |
|                                                                |                                                                               |                       |                |              |               |                                                                  |
| <b>My Sewing &amp; Craft Room</b>                              | 250 x 250 Square                                                              | Body Rt               | 1              | \$750        | \$ _____      | _____                                                            |
|                                                                | 468 x 60 Full Banner                                                          | Bottom                | 1              | \$500        | \$ _____      | _____                                                            |
| <b>SEW-lutions Blog</b>                                        | 180 x 150 Rectangle                                                           | Rt Column             | 4              | \$250        | \$ _____      | _____                                                            |
| <b>SEW-lutions Newsletter</b>                                  | 125 x 125 Sq Button                                                           | Rt Column             | 1              | \$450        | \$ _____      | _____                                                            |
|                                                                | 468 x 60 Full Banner                                                          | Bottom                | 1              | \$900        | \$ _____      | _____                                                            |
| <b>Online Survey</b>                                           | Home page & newsletter                                                        |                       |                | \$3,000      | \$ _____      | _____                                                            |
|                                                                | Addt'l charges (if applicable) for survey development and/or edits            |                       |                | \$75/hr      |               |                                                                  |

## Reserve Your Ad Space

**ADVERTISER** Name \_\_\_\_\_

Address \_\_\_\_\_

URL \_\_\_\_\_ Phone \_\_\_\_\_

**AGENCY** Name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

**CONTACT** Name: \_\_\_\_\_  Advertiser  Agency

Email \_\_\_\_\_ Phone \_\_\_\_\_

### TOTAL PRICE

# Month's : # \_\_\_\_\_

Less 5% if 3-5 mo

Less 10% if 6-12 mo

### TOTAL AMT DUE

### Payment

Check Enclosed Payable to: **ProShow, Inc.**

Charge My:  Amex  Mastecard  Visa

Card # \_\_\_\_\_

Exp \_\_\_\_ / \_\_\_\_ CVC \_\_\_\_\_

Name on Card \_\_\_\_\_

### RETURN TO:

**ProShow, Inc.**

PO Box 369, Monroeville PA 15146

412-372-5950 ph 412-372-8136 fax

jperhac@sewing.org

Payment must be made prior to ad start date. Ad sizes are firm. All ads and ad placement are subject to approval. If any ad is submitted at an incorrect size, it will be resized or returned to advertiser for editing. Advertiser acknowledges that although we will use best efforts, we are unable to guarantee response rate.

**Authorized Signature:** \_\_\_\_\_