



Archiveable Ads - Permanent Placement

Patterns Index Page

Rotating
255x255px
\$350.00

Permanent placement within the issue.

Features Index Page

Rotating
255x255px
\$350.00

Permanent placement within the issue.

Index ads can be found on right hand side of page as a square ad. It may rotate with other ads (2-3 total) on the following pages: Patterns Index and Features Index. This ad maintains its place in the archives.

Individual Pattern Pages & Content Pages

560x90px
\$200.00

Individual pattern and content pages are selected on a first come first serve basis, to be selected from available pages. These will be long, thin banners found at the top of the page. These are static ads (they do not rotate). Advertisers can choose which feature and/or pattern to sponsor. This ad would maintain its place in the archives.

Available archived individual pattern pages are always available at a 50% discount. (\$100). The ad stays with the pattern as long as the site exists. A few of our most popular patterns are still have availability: Pembroke Vest, Bliss, Autumn Leaves Cardigan and Cheery Scrap Hat.

Issue Sponsor

200x20px
\$600.00/issue

Annual Sponsor (4 issues)
\$2000/1-year

These ads can be found on the left hand side under our logo, rotating with other issue sponsors (2-3 total). This ad shows on all content pages and will maintain its place in the archives. Once an issue moves into the archives, non-archival pages such as "FAQ, Archives, etc" would be replaced with the next issues sponsor.



Periodic Ads - Seasonal Placement

Main Archives Page

560x90px

3 Months (1 Issue) \$100.00

Newsletter and Blog

560x90px

3 Months (1 Issue) \$100.00

Additional Information

1. Petite Purls 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. Petite Purls will also accept advertisements for handcrafted baby and kid-friendly items. Petite Purls reserves the right to reject any advertisement before publication.
 2. To confirm availability of your desired ad space, please contact the Advertising Manager at ads@petitepurls.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 and your ad space is not reserved until your payment has been received by Petite Purls.
 3. Advertising must be submitted in the exact pixel size specified on Petite Purls' rate card in either JPG or GIF format, with a resolution of 72 ppi. No animated GIFs or flash-based ads are permitted. Once an issue of Petite Purls 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. Prices are in US dollars, effective June 8, 2009, and are subject to change at any time.
 5. Petite Purls would be happy to create your ad for you. All text/copy, images and logos would need to be received two weeks prior to the advertising deadline. The fee is \$50 for square ads and \$100 for all other ads. Any minor changes requested to your ad's artwork after you have given final approval are subsequent to an additional \$50 fee.
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