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INSPIRE
ONLINE
MAGAZINE

ADVERTISING
RATE CARD 2009

ABOUT INSPIRE...

As a keen crafter myself, I search online for everything. I enjoy reading what others have to say, enjoy looking at what others are doing, and enjoy downloading free patterns and giving them a go to expand my crafting abilities and experience.

As a Business Owner, I am always on the lookout for how best to advertise my business and it's offerings, and I have spent a lot of money advertising in magazines that get flicked thru and put aside for a rainy day, of which time my special offer to new customers has expired, or advertised to a wide variety of people of which only a small percentage are into craft and really paying the slightest bit of attention to what I am offering.

We all like something for free, and with the internet as our advertising medium, we can do much more with our advertising money. Its always a matter of finding the right vehicle.

So 'Inspire' has been developed as an online magazine to provide a high quality online magazine for readers and in turn offering a combined advertising opportunity to Designers and Craft Business People. **We have an International Readership, the ability to publish up to date information and sales, and advertising starts from only \$15.00.**

Because it is an online magazine, there are no printing costs, so our production costs are minimal, keeping advertising rates low.

'Inspire' is published bi-monthly as a PDF with a particular theme in mind, and is downloadable from the website. With PDF technology, we can produce a full color magazine and link your ad or spot straight thru to your website so readers can view what you have to offer as they are reading the magazine.

The Magazine is available to readers on the 1st of each publishing month. Every edition that we publish will be left on the website so readers can view and download past editions. Your advertising will be viewable by potential customers for much longer than 2 months!!!

Because of the format of our Magazine, we can be very flexible with what we feature and how we go about so please don't hesitate to contact us if you feel you don't fit into the mould. We have turned to a BLOG format for the main website to capitalize on the popularity of BLOGGING and the ease of networking BLOGS, and believe this will bring growth to the magazine in many ways.

We look forward to working with you in the near future.

Nicole Jones

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OUR READER...

WHO IS OUR READER.....

Our readers are keen and talented crafters and decorators who love something for nothing. It seems that craft is big money these days and with the average cost of living growing more expensive by the month, our readers appreciate a magazine that aims to offer everything a print magazine offers, with up to date information, and all for free.

WHAT READERS WANT..

Readers love anything free. They want to walk away from reading our magazine feeling inspired and ready to tackle their next craft project. They want giveaways, free projects, information that will help them be better crafters and decorators. They want to access the latest news of the newest releases to the craft market, they want to be told first when a new product is available. They want to find out where they can get their supplies, and where they can meet new people.

CONNECTING WITH READERS...

You as an advertiser have a unique opportunity to connect with our readers now. Don't wait 6 months for your magazine advertising to be published, you want extra sales now right. You want to be able to release your new product when it is released not in 6 months time. You want to provide opening specials now, within the next 6 weeks.

You can be involved by partnering with us in advertising in the magazine or by contributing to our magazine by offering a giveaway or project, or by simply offering them the chance to get something at a great price.

We want to inspire crafters to continue crafting and decorators to continue decorating!!!

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HOW IT WORKS...

MARKETING

Our Marketing of this Online Magazine is broad and continual. We have listed the magazine on every free craft directory we could find, and we have paid for featured advertising in a number of online directories and markets. We aim to be 'featured' on one popular website each month.

We have found our biggest marketing tool to be word of mouth. Many designers and craft shops have advertised our magazine through their websites (of which a banner is available), and through their blogs. We are also beginning to use the large-scale networking that can happen by linking to BLOGS.

We encourage crafters to sign up to our mailing list, and they are emailed when the new editions are ready for download. We also ask advertisers and website owners to spread the word by featuring our banner on their website.

FREE ADVERTISING—SUBMISSIONS

Free advertising will be offered in a number of ways and may change over time. Below are the current openings:

PROJECT SUBMISSION—If you are a designer and you would like to get some exposure, this is a good way to do it. The Project must be a new project that you haven't released as yet (you must be willing to leave the project as an exclusive project for the month of the issue).

ARTICLE SUBMISSIONS—Another good way to gain exposure. If you have a bit of know how in your Industry and you would like to write an article with some up to date current information, then you may wish to submit an article for review. If you submit an article, you have the benefit of having your business banner and information at the bottom so readers can check out what you have to offer.

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ADVERTISING RATES...

FULL COLOR & LINKED TO YOUR WEBSITE.
Advertising is available in the following ways:

FULL PAGE AD \$125
HALF PAGE AD \$75
QUARTER PAGE AD \$40
EIGHTH PAGE AD \$25

FEATURE PRODUCT—Instant Downloadable Pattern or Design
Readers can click on the item, pay with Paypal and then be re-directed to an instant download site to get their item immediately. A good way to draw attention to a new design or project. Approx 1/4 pg AD \$30.00

INSPIRED BY—Put the Spotlight on your business with a profile/editorial on you as the designer and your business. You will be given half a page to sell yourself and your business with your logo or square banner linked to your website. Featured businesses must write mainly a text profile, but a few photos can be included. Linked thru to your website \$65 half pg, \$90 whole pg

SQUARE BANNER LINK AD - Your 150 x 150 square banner, featured in full color, linked to your website. \$20

BLOG LINKS—For all the Bloggers out there, get more readership for your Blog by listing in this category. These are text links only. \$15

CRAFT SUPPLIERS—Have a craft store you would like to advertise? If you don't want to go with a full advertisement, you may wish to list your craft store in our suppliers category. \$15

BLOG FRONT PAGE 150X150 AD—Go right to the top with this ad. Featured on our website pages for 2 months booked, people can click straight through to your website to see what you have on offer. \$35

BLOG SALE POST—Having a sale? Why not let us promote it for you in a special post on our BLOG. We will post all the details as an invitation to readers, and link back to your website. \$40

Our list of options is constantly growing. If you feel you have an idea or would like to propose a different form of advertising please feel free to email us.

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FREE ADVERTISING

GIVEAWAY— We offer one Giveaway spot each edition. We will for example ask readers a question and get them to email in their responses. The best 5 will be picked and they will win the Giveaway for that Edition. Names will be published in the following Edition, and the process will start again. We ask that once you have been accepted for a particular spot that you post us your giveaway by the end of that month. We forward giveaways from here along with an 'Inspire' letter. THERE IS NO COST FOR THIS AND WE PROVIDE A LINK THROUGH TO YOUR WEBSITE AS ADVERTISING. Now that we are working from a BLOG format, we would like to offer a Giveaway in the middle month that we don't publish. You could book in this slot if you wish.

CHARITY SPOTLIGHT—If you are a Business that supports a particular charity, you can feature your Business and your charity in this section. The focus will be on the Charity, but if you're business is providing support to them thru the sale of products, then you will also be raising awareness of your business. ONE SPOT ONLY EACH EDITION. THERE IS NO COST FOR THIS WE PROVIDE A LINK THROUGH TO YOUR WEBSITE AS ADVERTISING.

As the magazine develops we will add further opportunities and openings.

PLEASE NOTE: This magazine is designed to be family friendly and of a high standard. The Editors are within their rights to reject anything that does not fit within these parameters. If you're submission is not acceptable, we will contact you straight away and ask for a revision of your submission, at which time you can pull out of purchased advertising.

ADVERTISING DEADLINES

DECEMBER 2009—November 15th (CHRISTMAS)

FEBRUARY 2010—January 15th (EASTER)

APRIL 2010—March 15th (MOTHERS DAY)

JUNE 2010—May 15th

AUGUST—July 15th

OCTOBER—September 15th (CHRISTMAS)

DECEMBER—November 15th (CHRISTMAS)

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TERMS

Advertising rates are per Edition unless otherwise stated, all advertising needs to be paid for up front by CHEQUE, BANK DEPOSIT or PAYPAL. An invoice will be emailed once we've received confirmation of your booking.

Ads or banners can be created by yourself, or for a \$15 charge we can create an ad for you that you can then use anywhere. If you would like us to create the ad for you, you will just need to email us through your photos and website details. A proof will be emailed and we will work on your ad until you are happy with it. At times we may outsource the ad or banner creation, but this is included in the price.

We will not refund advertising rates at any time, even if there is a spelling mistake in your ad, you still get the exposure and advertising. If the error is ours, we will place a free ad to the same value for you, in the following edition. If an error does occur in your ad, you need to contact us during the month it is listed.

Deadlines are in place to ensure we get the magazine published on our site within the advertised timeframes. Where possible, please stick within these deadlines. If it looks like you cannot get your advertising material to me in time, communication by email will enable me to work on other parts of the magazine.

PROCESS

So you're interested in being a part of our new online magazine, where to now.

1. Email us at inspireonlinemagazine@gmail.com with the size ad you'd like to book (including if you want us to create the ad for you \$15)
2. Once we receive your order through we will email you with an invoice.
3. A proof will be emailed by the 27th of the month for checking as we finalise the magazine.

If you have any questions please don't hesitate to contact us.

Nicole Jones
Editor
Inspire Online Magazine

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