

# DIGITAL

## webcentsmagazine.com



**webcentsmagazine.com** knows that fabric and quilt retailers face a challenge in the world of online retailing, technology, and social media. We're here to help them navigate the changing landscape of the internet to broaden their reach and grow their businesses.

At **webcentsmagazine.com** we catalog our editorial into the following classifications, allowing readers to easily delve into the information they are looking for:

- RETAILING ONLINE    SOCIAL MEDIA
- MARKETING            TECHNOLOGY
- TUTORIALS            ANALYZE

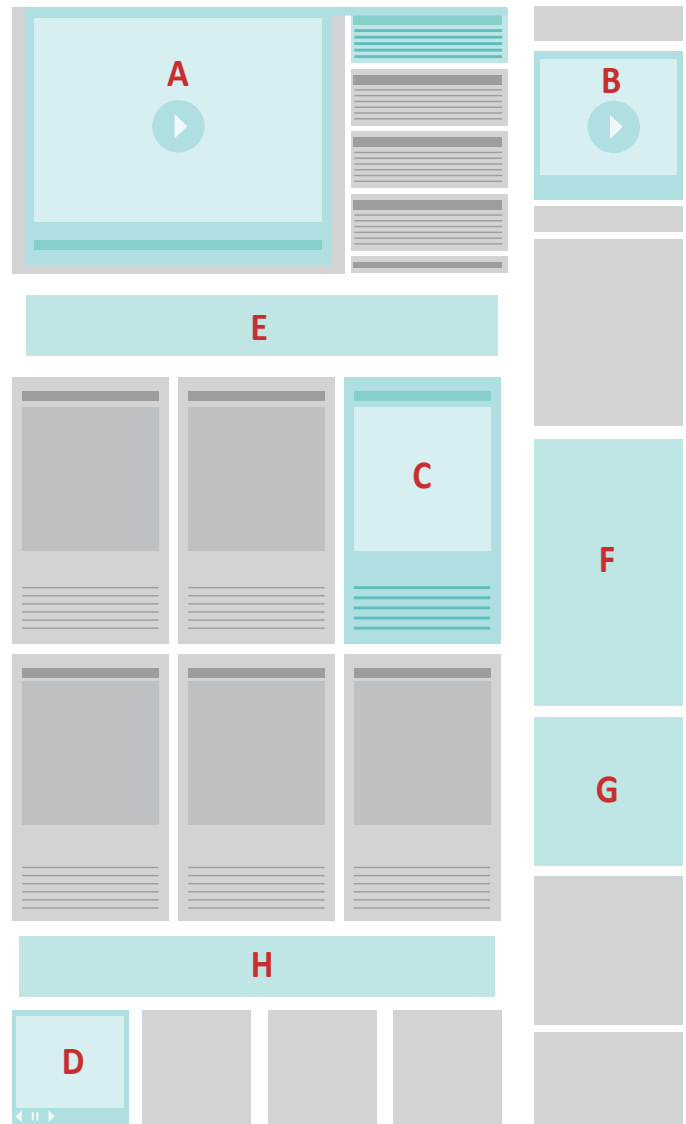
### 1 Month

- A Video Slider Spotlight ...  \$750
- B Video Spotlight .....  \$500
- C Sponsor Post .....  \$650
- D Video Ad .....  \$400

### 1 Month    3 Months    6 Months

- E Leaderboard .....  \$150 .....  \$350 .....  \$550  
(728 x 90px)  
Above the fold. Max file size - 50k maximum, GIF, JPG, or PNG
- F Sidebar – tall .....  \$150 .....  \$350 .....  \$550  
(225 x 450px)  
Max file size - 50k maximum, GIF, JPG, or PNG
- G Sidebar – square .....  \$100 .....  \$225 .....  \$400  
(225 x 225px)  
Max file size - 30k maximum, GIF, JPG, or PNG
- H Leaderboard .....  \$100 .....  \$225 .....  \$400  
(728 x 90px)  
Below the fold. Max file size - 50k maximum, GIF, JPG, or PNG

Animated GIF - max of 3 loops and 7 seconds



webcentsmagazine.com

a publication by The Fabric Shop Network, Inc.

# FabShop Online

# DIGITAL

## Advertising Reservation Contract

### Video on fabshopnet.com

1 Month

- Video Slider Spotlight.....  \$750  
 Sponsored video.....  \$500

### Ads on fabshopnet.com

1 Month 3 Months 6 Months

- Leaderboard (728 x 90px).....  \$175  \$350  \$550  
 Banner (468 x 60px).....  \$100  \$225  \$400  
 Sidebar (225 x 450px).....  \$150  \$350  \$550  
 Sidebar (225 x 225px).....  \$100  \$225  \$400

File Type: GIF or JPG only. See file requirements on page 11

### webcentismagazine.com

1 Month 3 Months 6 Months

- A Video Slider Spotlight.....  \$750  
 B Video Spotlight.....  \$500  
 C Sponsor Post.....  \$650  
 D Video Ad.....  \$400  
 E Leaderboard (728 x 90px).....  \$150  \$350  \$550  
 Above the fold  
 F Sidebar - tall (225 x 450px).....  \$150  \$350  \$550  
 G Sidebar - square (225 x 225px).....  \$100  \$225  \$400  
 H Leaderboard (728 x 90px).....  \$100  \$225  \$400  
 Below the fold

File Type: GIF or JPG only. See file requirements on page 12

### Dedicated eNewsletter Blast

1 x 3 x 6 x

- Dedicated eBlast.....  \$950 ea  \$900 ea  \$850 ea

Provide HTML file with all links directed back to your server

### biznotes eNewsletter Advertising

1 x 3 x 6 x

- eNewsletter  
 Leaderboard Ad.....  \$550 ea  \$500 ea  \$400 ea

Provide HTML file with all links directed back to your server

### webcentismagazine.com eNewsletter Advertising

1 x 3 x 6 x

- eNewsletter  
 Leaderboard Ad.....  \$550 ea  \$500 ea  \$400 ea

Provide HTML file with all links directed back to your server

### Return this reservation contract to:

The Fabric Shop Network, Inc.  
 P.O. Box 820128, Vancouver WA 98682-0003  
 (360) 666-2863 fax  
 laurie.harsh@fabshopnet.com

#### FABSHOP NEWS ADVERTISER INFORMATION

PLEASE PRINT CLEARLY

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Ad Agency Contact Information: \_\_\_\_\_

#### AD INSERTION COST

\$ \_\_\_\_\_ fabshopnet.com      \$ \_\_\_\_\_ FabShop Special Dedicated eBlast  
 \$ \_\_\_\_\_ webcentismagazine.com      \$ \_\_\_\_\_ FabShop eNewsletter Advertising  
 \$ \_\_\_\_\_ TOTAL DUE      Payment:  Check  Visa  MasterCard

Credit Card # \_\_\_\_\_  
 Card Exp. date \_\_\_\_\_ CCV# \_\_\_\_\_

Signature: \_\_\_\_\_

#### AGREEMENT

I agree to the terms and provisions stated on page 8 of FabShop Media Kit, and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_