



# Planet Purl Advertising Rate Card

(Updated 8/17/2010)

Banner advertising is available in specific placements within popular sections of the website, as well as “run of site” campaigns. Each banner size listed can be included in a banner rotation with up to 5 other advertisers or in a fixed, exclusive placement for a particular location. Banner campaigns run in three month intervals.

Banner Advertising	Location Description	Size (w x h pixels)	In Rotation (3 months)	Exclusive Position (3 months)
<b>Home Page</b>	midpage right column	120 x 240	\$100	\$400
<b>Shop Search</b>	midpage left column	120 x 240	\$25	\$75
	lower main body	468 x 60	\$25	\$75
<b>Community</b>	right or left colums in groups and member blogs	120 x 240	\$10	\$25
<b>Books Guide</b>	left column books list	125 x 125	\$5	\$15
	left column books list	120 x 240	\$20	\$60
	left column books list	120 x 600	\$30	\$90
	below book review	468 x 60	\$25	\$75
<b>Pattern Search</b>	footer of search start and below pattern details	728 x 90	\$50	\$150
	pattern detail pages	300 x 250	\$50	\$150
	pattern search results	120 x 600	\$30	\$90
	pattern search results	250 x 250	\$40	\$120
	pattern search results	120 x 240	\$30	\$90
<b>Video Tutorials</b>	left column	120 x 600	\$10	\$30
	top right within topics	250 x 250	\$15	\$45
	video player pages	468 x 60	\$10	\$30
<b>Travel Guide</b>	right column	120 x 240	\$10	\$30
	right column	125 x 125	\$5	\$15
<b>Run of Site</b>	Send us any 2 banner sizes and a campaign of the banners will run throughout Planet Purl in open inventory slots. \$30 / 3 months	ROS options:	468 x 60	250 x 250
			120 x 600	300 x 250
			728 x 90	

SPONSORSHIPS	Location Description	Size (w x h pixels)	Exclusive Position (1 insertion)
<b>Monthly Newsletter</b>	Midpage right column	180 x 180	\$150
<b>Party Line Events</b>	Right column banner ad in weekly email updates	180 x 180	\$25
	Live event sponsor (requires pre-approval)	468 x 60	call for pricing
<b>Sitewide Yarn “Buy Links”</b>	Your URL for a yarn across all patterns in the search.	text links	call for pricing

To place advertising or for more information, please contact us [advertise@planetpurl.com](mailto:advertise@planetpurl.com).