



***Growing Your Business with Creative Integrity***

## 2012 Media Kit and Rate Card



***Growing Your Business Begins Today***

[www.GiftRetailersConnection.com](http://www.GiftRetailersConnection.com)  
[Editor@GiftRetailersConnection.com](mailto:Editor@GiftRetailersConnection.com)  
928-774-7629



## *Growing Your Business with Creative Integrity*

Gift Retailers Connection provides the tools necessary to help both new and existing entrepreneurs start, maintain and grow their business. Our target markets include gift retailers, gift basket retailers, gourmet retailers and floral retailers.

We provide current business information ranging from Search Engine Optimization for websites, the latest trends in design, Social Media, sales advice, networking, customer retention, opportunities to expand and grow businesses and much more.

As an Advertiser, you have a choice of 4 venues to promote your company and reach out to these markets:

1. **Gift Retailers Connection Online Magazine**

Paid subscription based magazine, published 6 times yearly (bi-monthly), in an easy-to-read PDF file format.

Articles are written by a variety of people, focusing on business growth.

Photos are provided to us by store front owners, gift basket retailers, gift retailers, gift specialists and more.

2. **Gift Retailers Connection Email Newsletter**

Free, subscriber based opt-in Newsletter, published and emailed every month.

Articles range from current business events, methods to improve business growth and more.

3. **Gift Retailers Connection Website**

Free and open to our target markets and to vendors.

4. **Gift Retailers Connection Vendor Directory**

Available to our Magazine Subscriber Members and Premium Members.

Both Member groups are the focused business owners, determined to expand their businesses and looking for your products and services.

You'll find our advertising rates quite reasonable.

Discounts for Magazine and Newsletter Advertising are automatically built-in.

You'll also discover how easy we are to work with – it's about relationship building.

**We are all in this together.**



## **Gift Retailers Connection – Who We Are**

### **Joyce Reid – Publisher and Editor-in-chief**

Twenty plus year veteran in gift industry

Award-Winning Designer

Staff writer for Rave Reviews for six years

Faculty of Gift Basket Connection's Conventions

Faculty of Celebrate Xpo! Convention

2011 Small Business Influencer - Honorable Mention

Owner: GiftBasketNetwork.com, Creative Gifts To Go, Grand Canyon Teddy Bear Co.,  
Route 66 Memories

Current workshop leader, small business teacher and SCORE counselor

Published author: *Runaway Secrets* and *E-Commerce Websites that Work*

Former newspaper publisher

### **Sandee Overstreet – Managing Editor and Advertising Sales Manager**

Ten year veteran in gift industry

Owner of Sandee's Gift Baskets

Manager and Editor of Gift Retailers Connection Newsletter

Organizer and Manager of ACES Convention

Previously owned SGB Enterprises, specializing in copywriting services for gift basket companies

Six plus years retail store front experience, including purchasing, display designs and employee management

Technical writer of employee manuals, company policies and procedures for both large and small businesses

Former Executive Director of local Chamber of Commerce

### **Pam Monroe – Senior Editor**

Twenty plus year veteran in gift industry

Award-Winning Designer

Former Owner of A Gifted Basket and Cesta Gift Baskets

Writer of *Gifted Counselor*, a regular feature in Gift Retailers Connection Magazine

Gift Designer for Celebrities and Television Shows

Manager of a referral service for gift basket retailers, since 1998

Former manager of the Department of Educational Technology at San Diego State University



*Growing Your Business with Creative Integrity*

*Primary Contact Information*

**Joyce Reid, Publisher**

Gift Retailers Connection

1911 E Rainier Loop, Flagstaff, AZ 86004

Phone: 928-774-7629 Fax: 928-774-7709

Office Hours: 9am - 5pm Mountain Standard Time

Email: [Editor@GiftRetailersConnection.com](mailto:Editor@GiftRetailersConnection.com)

**Sandee Overstreet, Advertising Sales Manager**

Gift Retailers Connection

207 Forest, Polk City, IA 50226

Phone: 515-984-6668

Office Hours: 9am - 5pm Central Time

Email: [Sandee@GiftRetailersConnection.com](mailto:Sandee@GiftRetailersConnection.com)



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## Advertising Rates

**Magazine Rates** (Ads that do not fit the listed dimensions, please contact Joyce Reid for a price quote.)

Ad Size	1 Run (1 Issue/2months)	3 Runs (3 Issues/6months) <b>10% Discount</b>	6 Runs (6 Issues/1 Year) <b>15% Discount</b>
Full Page: 7.5 inches wide x 10 inches high	\$300	\$810	\$1,530
1/2 page: 7.5 inches wide x 4.5 inches high	\$156	\$421.20	\$795.60
1/3 page: <b>vertical</b> 2 inches wide x 10 inches high	\$120	\$324	\$612
1/4 page: 3.5 inches wide x 4.75 inches high	\$90	\$243	\$495
1/8 page: 3.5 inches wide x 2.5 inches high	\$48	\$129.60	\$244.80
1/16 page: 1.74 inches wide x 2.5 inches high	\$30	\$81	\$153
Banner: 7.5 inches wide x 1 inch high	\$48	\$129.60	\$244.80

### Newsletter Rates – Ads Run in Consecutive Issues – 2 month minimum

Ad Size	2 months	3 months	4 months	5 months	6 months
350 pixels wide x 350 pixels high (4.8 inches x 4.8 inches) up to 500 pixels wide x 500 pixels high ( 6.9 inches x 6.9 inches)	\$64	\$84	\$104	\$120	\$132

### Website Rate – Ad Rates are a 3 month commitment

Ad Size	3 months	6 months	12 months
144 pixels wide x 288 pixels high (2 inches wide x 4 inches high)	\$75	\$150	\$300
144 pixels wide x 144 pixels high (1 inch wide x 1 inch high)	\$45	\$90	\$180



# Vendor Directory

The Innovative & Contemporary  
Directory

Providing Vendors Only the Best!

*Coming Soon!*

# Advertising Requirements



**Magazine:** Gift Retailers Connection Online Magazine

Ads submitted are to be in the correct size and HIGH RESOLUTION (at least 300 dpi)

Acceptable formats are: TIFF, EPS, JPEG, GIFF, PDF

Cancellations must be received 30 days prior to the Closing Date

Cancellations will not be accepted after the closing date; the ad will run in the current issue and the advertiser will be responsible for payment

<b>Magazine Issue</b>	<b>Ad Closing Date</b>
<b>January/February</b>	December 15 <sup>th</sup>
<b>March/April</b>	February 15 <sup>th</sup>
<b>May/June</b>	April 15 <sup>th</sup>
<b>July/August</b>	June 15 <sup>th</sup>
<b>September/October</b>	August 15 <sup>th</sup>
<b>November/December</b>	October 15 <sup>th</sup>

# Advertising Requirements



**Newsletter:** Gift Retailers Connections Monthly Email Newsletter

Ads submitted may range in size as noted and should be at least 72 dpi or higher

Acceptable format: JPEG only

Link to Your Website is embedded in your Ad **FREE**

You may include Special Offers or Discounts as separate Text, limit of 200 characters, **FREE**

We recommend your Advertisement be wider than high for best possible viewing

We reserve the right to slightly adjust the size of your Advertisement to ensure best possible viewing and to choose an appropriate background color, as needed, making your Ad stand out

Newsletter Issue	Ad Closing Date	Newsletter Issue	Ad Closing Date
January 20 <sup>th</sup>	January 15 <sup>th</sup>	July 20 <sup>th</sup>	July 15 <sup>th</sup>
February 20 <sup>th</sup>	February 15 <sup>th</sup>	August 20 <sup>th</sup>	August 15 <sup>th</sup>
March 20 <sup>th</sup>	March 15 <sup>th</sup>	September 20 <sup>th</sup>	September 15 <sup>th</sup>
April 20 <sup>th</sup>	April 15 <sup>th</sup>	October 20 <sup>th</sup>	October 15 <sup>th</sup>
May 20 <sup>th</sup>	May 15 <sup>th</sup>	November 20 <sup>th</sup>	November 15 <sup>th</sup>
June 20 <sup>th</sup>	June 15 <sup>th</sup>	December 20 <sup>th</sup>	December 15 <sup>th</sup>

**Website:** Gift Retailers Connection Website

Ads submitted should be correct size and in 72 pixel resolution only

Acceptable formats: JPEG or GIFF Only

Link to Your Website is embedded in your Ad **FREE**

There are no closing dates. You tell us when you want your ad to start

# Advertising Agreement



## Magazine:

Issue(s) to Run:

- Jan/Feb     March/April     May/June     July/August  
 Sept/Oct     Nov/Dec     Run in six issues

## Ad Size:

- Full Page     1/2 Page     1/3 Page Vertical     1/4 Page  
 1/8 Page     1/16 Page     Banner Ad     Other

**Newsletter:** Minimum 2 months

## Issues to Run:

- Jan     Feb     March     April     May     June  
 July     Aug     Sept     Oct     Nov     Dec

2 Consecutive Issues – Start with:

Month \_\_\_\_\_

3 Consecutive Issues – Start with:

Month \_\_\_\_\_

4 Consecutive Issues – Start with:

Month \_\_\_\_\_

5 Consecutive Issues – Start with:

Month \_\_\_\_\_

6 Consecutive Issues – Start with:

Month \_\_\_\_\_

## Website:

3 Months: Start Date \_\_\_\_\_

6 Months: Start Date \_\_\_\_\_

12 Months: Start Date \_\_\_\_\_

# Advertising Agreement



Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

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

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

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

Phone: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Advertising Sales Rep \_\_\_\_\_

Total Amount for all Ads \$ \_\_\_\_\_

# *Advertising Agreement*



Payments accepted: Company Check, Visa, MasterCard, Discover, American Express  
Fax to: 928-774-7709

Mail to: Gift Retailers Connection, 1911 E Rainier Loop, Flagstaff, AZ 86004

Full Payment must be received before publication and release of the Magazine, Newsletter or placement on the Website, unless prior arrangements have been made.

Cancellations must be received 30 days prior to closing dates. Cancellations will not be accepted after the closing date; the ad will run in the current issues and the advertiser will be responsible for payment.

Submit your ads electronically to Joyce Reid: [Editor@GiftRetailersConnection.com](mailto:Editor@GiftRetailersConnection.com)

Any exception requests will be made to Joyce Reid.



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