

## CraftStylish.com

### Where passionate crafters connect and exchange ideas and information

CraftStylish.com is a community where crafters find expert craft tutorials, news, and tips for sewing, knitting, crocheting, quilting, paper crafting, embroidery, jewelry making, and more crafting how-to topics. The site showcases trends in crafting through videos, demonstrations, tutorials, projects, and an ever-changing gallery of ideas.

### CraftStylish Demographic Profile

Affluent, Educated Sewers	
Age	56.3
Female	97%
Married	54%
4-year degree or more	50%
Average household income	\$82,800
Own a home	75%
Average value of home	\$262,000
Highly Engaged	
Have a dedicated room or space for crafting	82%
Number of projects completed per year	17.3
Number of years involved in sewing/crafts	29
Intermediate skills	60%
CraftStylish is one of my favorites/very good/good	92%

Ready to Click and Buy	
Find advertising extremely/very/somewhat useful	76%
Have requested information on a product or service they saw advertised	75%
Would consider buying a product or service they saw advertised	72%

Source: deKadt Marketing and Research, 2014 *Threads* Audience Study, Print & Online



# CraftStylish.com Rates

Ad Unit	Size	Rate
Run of Site (ROS)	300 x 250, 728 x 90	\$10 CPM
Share of Voice Button Online	300 x 100	\$250/month
Homepage Roadblock	728 x 90, 300 x 250	\$2,000/week
Taunton Audience Platform	728 x 90, 300 x 250	\$12 CPM
Pre-Roll	Up to a 15-second high resolution movie file	\$30 CPM
Site Skin Takeover	200 x 800 (2), 728 x 90, 300 x 250	\$1,000/day
Interstitial	640 x 480	\$50 CPM
Geographic/Contextual Targeting	728 x 90, 300 x 250	\$15 CPM
Mobile Sponsorship	320 x 50	\$15 CPM
Billboard - Rising Star Unit	970 x 250	\$18 CPM
Portrait - Rising Star Unit	300 x 1050	\$18 CPM
Pushdown - Rising Star Unit	970 x 90	\$18 CPM
Half Page - Rising Star Unit	300 x 600	\$15 CPM

Ad Unit	Size	Rate
InBoard - Video Ad Unit	16:9 HD, format: mp4, mov under 10MB	\$25 CPM
InRead - Video Ad Unit	16:9 HD, format: mp4, mov under 10MB	\$25 CPM
Native Advertising	Content/728 x 90/300 x 250	\$30 CPM
eLetter Share of Voice Button	300 x 100	\$250 per eLetter
eLetter MREC	300 x 250	\$15 CPM
eLetter Half Page	300 x 600	\$20 CPM
eLetter Enhanced	Two 300 x 250 units plus site roadblock on linked content (LDR and MREC ad units)	\$30 CPM

# CraftStylish.com Specs

## Run of Site Specs

Ad Unit	Dimensions
MREC	300 x 250
MREC Expansion	300 x 250 (max 504 x 250)
Leaderboard	728 x 90
Leaderboard Expansion	728 x 90 (max 728 x 225)
SOV Button Ad	300 x 100
Homepage Roadblock Sponsorship	728 x 90 and 300 x 250
Mobile Sponsorship	320 x 50
Taunton Audience Platform (TAP)	728 x 90 and 300 x 250

**File format:** .jpg, .html5, .gif (.swf accepted, but not recommended)

**Max file size:** 40k at 72 dpi; 200k for html5

**Animation loops:** 15 seconds at 3 loops max with CTA in final frame

**Run of Site Specs and Expansion Units:** Accepts third-party banners and site-served banners

## eLetter Specs

Ad Unit	Dimensions
MREC eLetter	300 x 250
Half Page	300 x 600
SOV Button eLetter	300 x 100
eLetter Enhanced	Two 300 x 250 units plus Site Roadblock (LDR 728 x 90 and MREC 300 x 250 ad units)

File format: .jpg, .gif

eLetter Specs: Site-served banners only

## CraftStylish.com Specs

### Rich Media Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Pre-roll	High-resolution at 1080p (1920 x 1080). 16 x 9 aspect ratio	.jpg, .gif, .html5, .swf*	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes
Site Skin	Two (2) 200 x 800 images, 60kb each side, site content is 990px.	.jpg or .png	100k at 72dpi with 24 frames per second max	Yes	Yes
Interstitial	640 x 480	original .fla, .swf,* .jpg	75k at 72 dpi, 10 seconds with 24 frames per second max	No	Yes

### Rising Star Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Billboard	970 x 250	.jpg, .gif, .html5, .swf*	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No
Portrait	300 x 1050	.jpg, .gif, .html5, .swf*	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	Yes
Pushdown	970 x 90	.jpg, .gif, .html5, .swf*	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	Yes
Half Page	300 x 600	original .fla, .jpg, .swf*	60k at 72dpi with 24 frames per second	Yes	Yes

Rising Star Units to be advertiser created/supplied. Please refer to IAB website – [www.iab.com](http://www.iab.com) – for more detailed specifications.

\*.swf files accepted, but not recommended

**TP: Third-party banners**

**SS: Site-served banners**

The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, or distribution.

The Publisher reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.

All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism) arising out of any advertising published.

Advertising is sold only at earned published rates. Contracts, insertion orders and units for lower rates are accepted.

Advertisements which in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement".

The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher. Oral agreements will not be binding on the Publisher.

The Publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The Publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the closing date) should the allotted space be filled.

The liability of the Publisher for any error, delay or commission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

#### **Frequency Discounts**

Frequency rates are determined by the number of display insertions appearing within a 12-month period from the date of the first insertion. An advertising schedule of mixed-size ads may be used to earn a frequency discount.

Frequency discounts also apply to marketplace advertising. Display advertisements, marketplace advertisements, cannot be mixed to earn frequency discounts. Unfulfilled contracts will be short-rated to the lowest rate earned.

#### **Combined Frequency**

In many cases we do offer combined frequency with other Taunton Press titles pursuant to the guidelines stated above.

#### **Other Discounts**

15% discount for "camera-ready" files prepared to our specifications. Ads are not camera-ready if they require more than a key change. Net due 30 days from invoice date. 2% of net discount if paid within 10 days of invoice date. New advertisers must submit payment with first insertion. Credit references are given individual consideration for accredited agencies. Publisher-set ads do not qualify for discounts. A 25% discount is available to advertisers able to produce evidence that they are educational enterprises, i.e., schools. The ad must be for an educational program. This discount is taken from the gross earned frequency rate and the resulting amount is commissionable.

#### **Special Ad Requests**

All special advertising requests, such as: inserts, gatefolds, A/B splits, and regional requests will be quoted on an "as requested" basis. All special insertions are subject to limitations as set forth by the publisher.

#### **Cancellations/Changes**

Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

#### **Returns**

The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

#### **Web Advertising**

Call your Advertising Representative for details regarding advertising or go to:

[www.finewoodworkingmediakit.com](http://www.finewoodworkingmediakit.com)

[www.finehomebuildingmediakit.com](http://www.finehomebuildingmediakit.com)

[www.threadsmagazinemediakit.com](http://www.threadsmagazinemediakit.com)

[www.finegardeningmediakit.com](http://www.finegardeningmediakit.com)

[www.finecookingmediakit.com](http://www.finecookingmediakit.com)

By placing an Insertion Order for advertising on a Web site of Taunton Interactive, Inc., the Advertiser and its agency, if there be one, each agree to the following terms and conditions with respect to such advertising (collectively, "Terms")

1. Insertion Order; Optimization; Ad Servers. Taunton Interactive, Inc. agrees to deliver, and Advertiser and/or its agency, if there be one, each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms, Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted ("optimized"); provided that the total financial obligation of the Advertiser and/or the agency, if there be one, under the Insertion Order are not reduced ("Optimization"). Optimizations are subject to Taunton Interactive, Inc.'s prior approval, with applicable terms documented via email, and the confirmation of acceptance by either Advertiser or its agency, if there be one, via reply email, and such terms shall be jointly and severally binding on Advertiser and agency, if there be one, and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Taunton Interactive, Inc. shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Taunton Interactive, Inc. and the Advertiser and/or its agency, if there be one, in advance but Taunton Interactive, Inc.'s applicable ad server(s) shall be the official counter(s) for determining impressions delivered, invoices and payment. Any of Advertiser's and/or its agency's third party ad server reporting that is not previously affirmatively approved by Taunton Interactive, Inc. in writing is not accepted.

(a) Makegoods. If actual inventory delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to Taunton Interactive, Inc.'s applicable ad server counts by not more or less than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Advertiser and/or its agency, if there be one, and Taunton Interactive, Inc. will make an effort to agree upon the conditions of a makegood at the time of shortfall. If no makegood can be agreed upon, Advertiser and/or its agency, if there be one, may execute a credit equal to the value of the under-delivered portion of the Insertion Order for which it was invoiced. In the event Advertiser and/or its agency, if there be one, made a cash pre-payment to Taunton Interactive, Inc., specifically for the Insertion Order for which under-delivery applies, then if Advertiser and/or its agency, if there be one is current on all amounts owed to Taunton Interactive, Inc. under any other advertising agreement, Advertiser and/or its agency, if there be one, may elect to receive a credit for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the Insertion Order. Makegoods are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Taunton Interactive, Inc. to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Where Advertiser and/or its agency, if there be one, utilizes a previously approved third party ad server, Taunton Interactive, Inc. will not bonus more than 10% above the guaranteed levels on the Insertion Order on the difference between the third party counts of Taunton Interactive, Inc. and Advertiser without the prior written consent from the Advertiser and/or agency, if there be one. Permanent or exclusive placements shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity. Advertiser and/or its agency, if there be one, shall not be charged by Taunton Interactive, Inc. for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser and/or its agency, if there be one, notifies Taunton Interactive, Inc. that the guaranteed level stated in the Insertion Order has been reached, Taunton Interactive, Inc. will use commercially reasonable efforts to suspend delivery and, within 48 hours, may either: (i) serve any additional advertisements itself or (ii) be held responsible for all applicable incremental advertising serving charges incurred by Advertiser and/or its agency, if there be one, after such notice has been provided and associated with over-delivery by not more than 10% above such guaranteed levels.

3. Cancellation. (a) At any time prior to the serving of the first impression of the Insertion Order, the Advertiser and/or its Agency, if there be one, may cancel the Insertion Order with 30 days prior written notice, without penalty. For clarity and by way of example, if the Advertiser and/or its Agency cancels the Insertion Order 15 days prior to the serving of the first impression, Advertiser and/or its Agency will only be responsible for the first 15 days of the Insertion Order. Cancellation notice must be sent via facsimile to Taunton Interactive, Inc. at (203) 426-3434 Attn: WEB ADs and will be deemed given upon Taunton Interactive, Inc.'s confirmation of receipt. (b) Once accepted by Taunton Interactive, Inc., Insertion Orders seeking exclusive placement/sponsorship by an Advertiser and/or its Agency, if there be one, may only be cancelled, altered and/or modified on prior written notice to Taunton Interactive, Inc. no less than 30 days prior to the scheduled commencement date of such exclusive placement/sponsorship. In no event may any exclusive placement/sponsorship be cancelled, altered and/or modified within such 30 day period without the acknowledgement and written consent of Taunton Interactive, Inc. Upon the serving of the first impression of the Insertion Order, Advertiser and/or its Agency, if there be one, may cancel the Insertion Order for any reason, without penalty, by providing Taunton Interactive, Inc. Written notice which will be effective after the later of: (i) 30 days after serving the first impression of the Insertion Order; or (ii) 14 days after providing Taunton Interactive, Inc. with such written notice.(c) Either party may terminate an Insertion Order at any time if the other party is material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the non-breaching party, except as otherwise stated in this Agreement with regard to specific breaches.(d) Short rates will apply to buys that are cancelled to the degree stated in the Insertion Order.(e) Cancellations or changes in Eletter orders are not accepted after an Eletter deploy date. (f) Digital campaigns including Added Value items, sponsorships or other program elements that include development on the part of The Taunton Press or Taunton Interactive cannot be cancelled once the program elements go into production. "Production" may include, but is not limited to, creative development and design, script writing, video production, post editing, recipe development, or other specifically defined project element.

4. Ad Materials; Late Creative. (a) Artwork, copy, other content, active URL's and other components of the advertisement (collectively, "Ad Materials") must comply with Taunton Interactive, Inc.'s criteria and specifications at <http://www.taunton.com/advertise/terms.asp> for its applicable Web site(s) (collectively, the "Policies"), as updated from time-to-time in Taunton Interactive, Inc.'s discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Policies for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Policies, then guaranteed impressions and Taunton Interactive, Inc.'s obligations will be reduced pro-rata for the period of time that reserved space was not filled without affecting Advertiser's financial responsibility for all impressions ordered and inventory reserved. (b) For Eletters a previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.
5. Editorial Approval. All Ad Materials are subject to Taunton Interactive, Inc.'s approval. Taunton Interactive, Inc. reserves the right, at any time and for any reason in its discretion, to reject, cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability for the same except as provided above for makegoods.
6. Payment Terms; Taxes. If Taunton Interactive, Inc. approves credit, Advertiser will be invoiced promptly at the end of each month for amounts set forth on the Insertion Order and payment shall be made to Taunton Interactive, Inc. with-in thirty (30) days from the date of invoice ("Due Date"). If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Taunton Interactive, Inc. in collecting such amounts. Taunton Interactive, Inc. reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees on the Insertion Orders are exclusive of all taxes. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on Taunton Interactive, Inc.'s net income. If agency is the signing party placing an Insertion Order for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client. Taunton Interactive, Inc. reserves the right to hold agency and its client jointly and severally liable for all payments.
7. Warranties; Indemnity. Advertiser hereby represents and warrants to Taunton Interactive, Inc. that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Taunton Interactive, Inc., its parent companies, employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or related to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter or thing contained in any advertisement, and/or (c) any material of Advertiser in which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). If agency is the Signing Party placing an Insertion Order for the benefit of its client, then client and agency shall each be considered the Advertiser for purposes of this section, and agency, by signing below, represents and warrants that it has the authority, as agent, to bind its client to these Terms and the Insertion Order. TAUNTON INTERACTIVE, INC. MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS WEB SITES OR SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.
8. Limitation of Liability. TAUNTON INTERACTIVE, INC. SHALL NOT BE LIABLE TO THE ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT TAUNTON INTERACTIVE, INC. HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL TAUNTON INTERACTIVE, INC.'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO TAUNTON INTERACTIVE, INC. FOR THE ADVERTISEMENT GIVING RISE TO SUCH LIABILITY.
- Miscellaneous. Taunton Interactive, Inc. shall not be liable to Advertiser or its Agency, if there be one, for delay or default in the performance of or completion of Services under the Insertion Order or these Terms, if caused by conditions beyond its control, including but not limited to, any act of God, governmental authority, or war, terrorist act, riot, labor stoppage or slowdown, fire, flood, severe weather, earthquake, accident, telecommunications or network failures, failure of the Internet, or electrical outages. These Terms, together with the Insertion Order, shall be governed and construed in accordance with the laws of the state of Connecticut, without regard to its conflicts of law principles. The parties agree to submit to the exclusive jurisdiction of the state and federal courts located in Connecticut, with respect to any legal proceeding arising out of the Insertion Order or Terms, waiving all defenses with respect to jurisdiction, forum and venue. These Terms and the Insertion Order are the complete and exclusive agreement between the parties with respect to the subject matter and supersede any prior or contemporaneous agreements, negotiations and communications, whether written or oral, between the parties regarding such subject matter. The Terms and Insertion Order (except in the case of Optimizations) may only be modified, or any rights under it waived, by a written document executed by both parties. Taunton Interactive, Inc. will not be bound by any terms or conditions, printed or otherwise, appearing on any purchase order, copy instructions, contract or other documents submitted by Advertiser or its Agency, or expressed orally. To the extent of any conflict, these Terms shall prevail over the Insertion Order. These Terms and the Insertion Order are specifically between and for the benefit of Taunton Interactive, Inc. and Advertiser, and no other person or entity whatsoever (including without limitation, Advertiser's agency) shall have any rights, interests or claims hereunder or be entitled to any benefits under or on account of these Terms or the Insertion Order as a third party beneficiary or otherwise. All obligations and liabilities which by their nature are intended to survive shall survive termination or expiration of these Terms and the Insertion Order for any reason.