



## INTRODUCTION TO RAVELRY ADVERTISING AND PRICING

ALL PRICING IS VALID THROUGH APRIL 2010

Thank you for your interest in advertising on Ravelry! Our philosophy for Ravelry ads is pretty simple:

### HELPFUL

Advertising should add to the positive experience that our users enjoy on Ravelry. All ads are fiber-related.



### USEFUL

Ads should help our users find the products they already love and discover new things they will be glad they found.



### BEAUTIFUL

Ads should add to Ravelry's content, without taking away from the site's aesthetic.



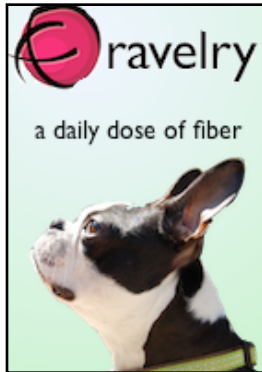
## ABOUT RAVELRY ADVERTISING

Each Ravelry advertising account is administered through a self-service system that allows ad selection, submission, and stat monitoring on your time. We continually study the performance of our various ad placements and look for any ways to improve them. We are constantly developing new opportunities for advertisers to be seamlessly integrated into all the fun on Ravelry. Advertising on Ravelry allows you to reach over 600,000 users in over 100 countries around the world, on a site that tops 2 million page views per day.

We have elected to keep advertising on Ravelry within the realm of the fiber world. We have found that Ravelry members really appreciate the kind of targeting advertising we are able to provide. We review every ad that is submitted and work with our advertisers to help point to resources that will help their ads succeed. Ravelry may be the only website around on which our members ask for more ads!

If you have further questions about advertising on Ravelry, please email us at [advertising@ravelry.com](mailto:advertising@ravelry.com).

## RAVELRY AD SPOTS



*Notebook Example*

### NOTEBOOK

The “[my notebook](#)” section is a central space on Ravelry. This is where members attend to their projects, stash, queue, favorites, and so on – it even includes members’ message boxes. Ravelry members are also able to view the notebooks of other users. On every page in this section, there is a constant navigation bar along the left margin. We’ve created a box-like ad unit just below this navigation bar, still above the fold (completely visible without scrolling down, for standard monitor settings). Only one ad appears on the page at a time, so when your ad is served it will stand alone.

### FORUMS BANNER

There are six main boards that are pre-loaded on every member’s forum page. Together, these boards: [Patterns](#), [Yarn](#), [Techniques](#), [For the Love of Ravelry](#), [Needlework on the Net](#), and [Remnants](#), account for over half the forum traffic on Ravelry. At the bottom of every page of every forum discussion thread, we have a banner-shaped ad unit, visible to everyone as they read through the posts. Each page of every discussion in these six boards will have one banner placed just below the last post and right above the forum navigation controls – the only ad on the page.



*Forums and Group Sponsorship Banner Example*

### GROUP SPONSORSHIP

There are thousands of [member-created groups](#) on Ravelry, focusing on just about every craft, technique, and interest under the sun. Just as in the Ravelry-managed forums, placement in these groups consists of one rotating banner at the bottom of each page in the discussion threads of a group’s forum. You can buy placement in as many groups as you’d like; we don’t count repeat views by the same user on the same day. When you’re ready to select groups, you can easily search the site via the main groups page to find targeted customers for your products.

*Please note that we do not allow advertisers to place ads in a competitor’s group.*

## FEATURED PATTERN, FEATURED YARN

The main pages of the [Patterns](#) and [Yarns](#) sections on Ravelry showcase two prominent ad placements: one is Jess' selection (not for sale), and one is a sponsored selection, available to advertisers.

For the featured pattern spots, both knit and crochet featured patterns are available. Users have the option of setting the “patterns” page to either craft.

These extremely limited spots feature individual yarns and patterns, and conveniently link directly to the yarn or pattern's page on Ravelry.

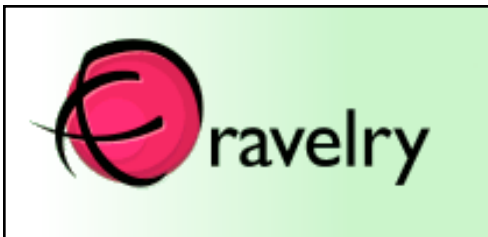


Featured Spot Example (Pattern Ad Shown)

## MARKET LISTING

The [Shop](#) tab on Ravelry links to a browsable “Marketplace” area, where you can select from various fiber-related categories in which your Marketplace ad will appear. Ravelry users can easily browse the categories to find the shops that carry exactly what they are looking for!

Marketplace ads can also be linked with your Ravelry profile to display your avatar, show to users local to you in the “local” category, and your Ravelry friends in the “friends” category, and other users in your groups in the “in my groups” category.

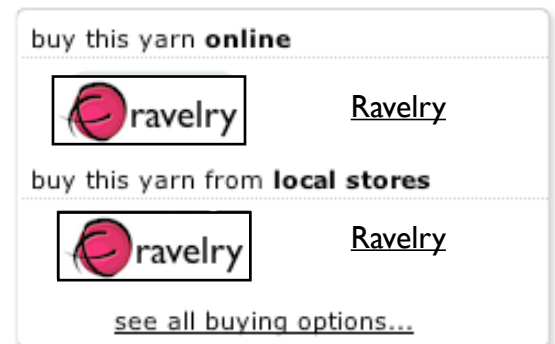


## BUY THIS YARN: ONLINE STORES AND LYS LINKS

Paid yarn placements have become a useful, integrated part of Ravelry's site content. On every yarn page, there's an “About this yarn” box that shows the yarn's average user rating and how many patterns and stashes it is in (with links to lists of both). This box appears everywhere throughout the site where a yarn is referenced – on every pattern page, project page, even in members' own stashes.

We've added “buy this yarn” links under this box, with options to place your shop's logo or to run a simple text link that users see when they click the “see all buying options” link at the bottom of the box. Text link ads are not shown in the “buy this yarn” box unless there are no logo ads booked for that yarn.

For Online stores, these slots are pay per click, which means that advertisers don't owe anything for times their links are shown but not clicked on.



Online and LYS Logo Example

The LYS listings are an affordable way to promote sales of all the yarns your brick-and-mortar store carries. Your logo or text link will be shown to Ravelry members in your area when looking at any of the yarn brands you list. LYS ads link directly to your store's page on Ravelry.

## SIZE AND PRICING INFORMATION

THE AD PLACEMENTS		
AD TYPE	SIZE	PRICING
Notebook Ad (400 spots available; advertisers may reserve up to 3 spots per month)	140 pixels wide x 200 pixels high 30K file size limit	\$15/month (1 month - approx. 30,000 impressions)
Forums Banner Ad (150 spots available; advertisers may reserve 1 spot per month)	728 pixels wide x 90 pixels high 50K file size limit	\$10/month (1 month = approx. 23,000 impressions)
Ravelry Market Listing (275 spots available; advertisers may reserve one spot/month, auto-renew available)	210 pixels wide x 100 pixels high 30K file size limit	\$5/month
Featured Yarn (10 featured yarn spots are available each half-month)	225 pixels wide x 175 pixels high 40K file size limit	\$35/half-month
Featured Pattern (18 featured knitting spots and 5 featured crochet spots available each half-month)	225 pixels wide x 175 pixels high 40K file size limit	\$40/half-month
Group Sponsorship (auto-renew available)	728 pixels wide x 90 pixels high 50K file size limit	\$1.50/1000 impressions
Online Stores: Buy Yarn Links - with logo (auto-renew available)	88 pixels wide and 31 pixels high 15K file size limit	\$0.25/click
Online Stores: Buy Yarn Links - text link (auto-renew available)	Text Links Only	\$0.15/click
LYS Buy Yarn Links - with logo (auto-renew available)	88 pixels wide and 31 pixels high 15K file size limit	\$10/month - unlimited number of yarns
LYS Buy Yarn Links - text link only (auto-renew available)	Text Links Only	\$5/month - unlimited number of yarns

## **FREQUENTLY ASKED QUESTIONS**

### **DO YOU HAVE HELP RESOURCES ON THE SITE?**

Absolutely! There is a lot of information in our advertisers' wiki, including some step-by-step tutorials that will help you get started: <http://www.ravelry.com/wiki/pages/advertisers>

We also have a great group for advertisers that we recommend joining. It's a very good place to get help from Ravelry staff or other advertisers if you have questions! <http://www.ravelry.com/groups/advertisers-caboodle>

If you click on the Help tab in your ad account, you'll have easy access to some of our resources for advertisers.

### **WHAT DO CLICKS AND IMPRESSIONS MEAN?**

Clicks = the number of times your ad is clicked on.

Impressions = the number of times your ad is viewed.

An ad that is performing well will have a high ratio of clicks to impressions.

### **WHAT IS AUTO-RENEW?**

The auto-renew feature, available for the non-limited ad spots (group banners, online and LYS logo and text links, and Marketplace), will reserve your selected ad for you on the day that ad spots open at the beginning of the month. Your images and all other ad information will be copied over to your new ad at that time. After the ad is renewed, you will have your current ad in your "active" area and your renewed ad in the "pending" area of your ad account. Changes you make to one of these ads will not affect the other.

### **CAN YOU HELP ME CREATE MY IMAGES?**

Unfortunately, we are unable to provide image assistance. If you do not currently work with a designer and would like to find one on Ravelry, you might want to check out the Design Donors group:

<http://www.ravelry.com/groups/design-donors>

They have helped many of our advertisers create great ads!

### **WHEN DO THE AD SPOTS OPEN?**

You can find the calendar with our ad spot opening dates and submission deadlines here:

<http://www.ravelry.com/wiki/pages/AdCalendar>

The ad spots are generally released at 1 pm Eastern time; this information (and any changes to the opening time) are noted at the top of the ad reservation screen.

### **CAN I CHANGE IMAGES, GROUPS, OR YARNS AFTER MY AD IS RUNNING?**

Yes, you can definitely do this! In addition, you can adjust your budget as needed at any time and monitor your groups, so if you find that a group isn't performing well (lots of impressions but very few clicks) you can take that away to help your budget go further.