



Thousands of buyers, one magazine.

- *CHA Portfolio* is mailed directly to **more than 15,000 CHA members**, including independent retailers, chain stores, publishers, wholesalers, designers, teachers/educators, manufacturers, manufacturer representatives, institutional buyers, professional crafters and service providers.
- **Beginning this year, *CHA Portfolio* will have a digital edition component which will allow online publication access. Your ad can be activated to link to your company Web site, providing tremendous exposure.**
- According to a recent member survey, nearly **9 out of 10** members believe CHA is the voice of the industry, and nearly **7 out of 10** members say that their CHA membership is important to their business.
- The 2004 merger of the two most successful organizations serving the craft and hobby industry created the Craft & Hobby Association (CHA) —a single, more dynamic and powerful force to drive the craft industry into the future.



Advertising in *CHA Portfolio*...

Maximizes Exposure: The **NEW DIGITAL EDITION**, an exact replica of *CHA Portfolio*, will be made available on CHA's Web site. Ask your Naylor account executive about our new digital edition opportunities.

Enhances Visibility: All advertisers will receive a free customized listing in our **Index to Advertisers**. Your company name will be listed under the category of your choice along with the page number of your ad so readers can quickly and easily find your company's information.

Drives Traffic: In addition, all advertisers receive a free **Advertiser.com** listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

The Summer issue of *CHA Portfolio* will be distributed at the CHA 2009 Summer Convention and Trade Show, providing tremendous additional exposure for your message.

CHA is the voice of the craft and hobby industry.

Reach buyers in the **\$30 billion craft and hobby market** by advertising in *CHA Portfolio*, the official magazine of the Craft and Hobby Association. Your ad will target those with **purchasing power**.

CHA Portfolio provides information and articles that deliver knowledge and expertise to craft and hobby businesses from sources outside this industry. This indispensable resource is distributed to members **three to four times a year**.

Readers use *CHA Portfolio* as a comprehensive buyers' guide to locate the **highest quality suppliers**. Besides advertising your products to thousands of members operating craft retail businesses (storefronts and Internet stores) and wholesale distribution companies, the magazine provides an opportunity to promote your company's services to all CHA members.



CONTACT:

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Net Advertising Rates

DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

Full Color Rates*

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Size	1x	2x	3x	4x
Double Page Spread	\$2,844.50	\$2,744.50	\$2,644.50	\$2,544.50
Outside Back Cover*	\$2,854.50	\$2,794.50	\$2,734.50	\$2,674.50
Inside Front or Inside Back Cover*	\$2,524.50	\$2,464.50	\$2,404.50	\$2,344.50
Full Page	\$2,024.50	\$1,964.50	\$1,904.50	\$1,844.50
2/3 Page	\$1,824.50	\$1,774.50	\$1,724.50	\$1,674.50
1/2 Page	\$1,564.50	\$1,524.50	\$1,494.50	\$1,454.50
1/3 Page	\$1,384.50	\$1,354.50	\$1,324.50	\$1,304.50
1/4 Page	\$1,254.50	\$1,234.50	\$1,214.50	\$1,194.50
1/6 Page	\$1,164.50	\$1,144.50	\$1,134.50	\$1,114.50
1/8 Page	\$1,084.50	\$1,074.50	\$1,054.50	\$1,044.50

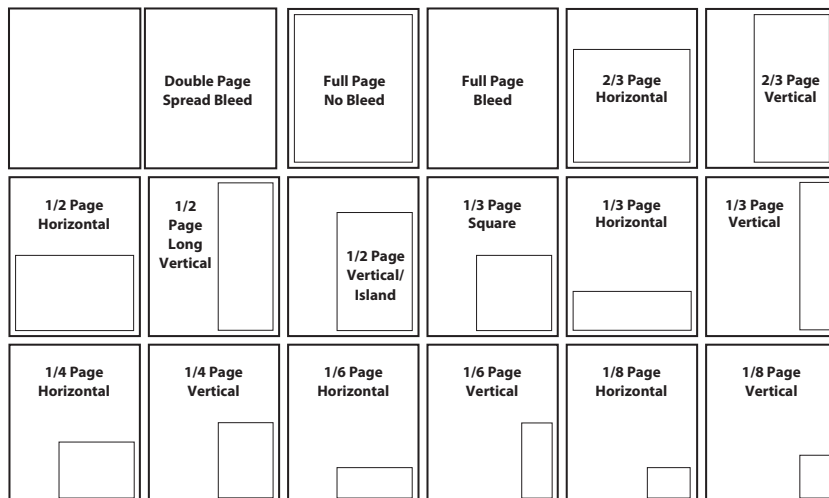
*A 4x maximum contract is required in order to reserve a cover. All cover rates include full color.



Black and White Rates

Size	1x	2x	3x	4x
Full Page	\$1,199.50	\$1,139.50	\$1,079.50	\$1,019.50
2/3 Page	\$999.50	\$949.50	\$899.50	\$849.50
1/2 Page	\$739.50	\$699.50	\$669.50	\$629.50
1/3 Page	\$559.50	\$529.50	\$499.50	\$479.50
1/4 Page	\$429.50	\$409.50	\$389.50	\$369.50
1/6 Page	\$339.50	\$319.50	\$309.50	\$289.50
1/8 Page	\$259.50	\$249.50	\$229.50	\$219.50

Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
HOB-Q0309 (LR 12-17-07; HOB-Q0108)





Print Advertising Specs (Magazine – 8.375" x 10.875")

The Publication

CHA Portfolio: an 8.375" x 10.875", full-color, saddle stitch, glossy-stock quarterly magazine containing association and industry information useful for retailers and manufacturers.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of the **CHA Portfolio**.

Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black and white artwork must be in either Greyscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.





Direct Mail Rates and Information

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which CHA Portfolio is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company.

NEW FEATURE! In addition to the printed version, CHA Portfolio is also produced in an identical, interactive digital edition. You now have the option to include your direct mail piece as an attachment to the digital version for a nominal fee. To be included, advertisers must supply the digital file of the direct mail piece to Naylor—high-resolution PDF is preferred. If you would like to re-create your direct mail piece as an animated Flash file, additional charges apply.

"In just five business days, our ad has generated more leads than we ever imagined—over 100 in one week, and they are all serious buyers...I would highly recommend that your clients consider the direct mail piece, in addition to their normal display advertising program."

-Julie Cosens, LocateUnderground.com
Naylor Advertiser, Georgia Rural Water Association

Net Rates* – Pieces Furnished by Advertiser

Surfaces		Print Edition Distribution		Print & Digital Edition Distribution
1-Page (2 surfaces)	<input type="radio"/>	\$1,859.50	<input type="radio"/>	\$2,009.50
2-Page (4 surfaces)**	<input type="radio"/>	\$2,329.50	<input type="radio"/>	\$2,529.50
Postcard	<input type="radio"/>	\$1,859.50	<input type="radio"/>	\$2,009.50

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.
**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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www.naylor.com





Full-Color Special

Full-color ads achieve higher readership rates than black and white ads. Our full-color special allows you to increase the visibility of your advertising message at a discounted rate. Companies choosing to take advantage of this opportunity will have their ads prominently displayed in *CHA Portfolio*. Make sure the craft and hobby industry leaders with purchasing power know about your company!

Please choose from the following full-color options:



<u>Ad Size</u>	<u>Non-Member</u>	<u>Member</u>
Full page	<input type="radio"/> \$1,599.50	<input type="radio"/> \$1,439.55
1/2-page horizontal	<input type="radio"/> \$879.50	<input type="radio"/> \$791.55
1/4-page vertical	<input type="radio"/> \$599.50	<input type="radio"/> \$539.55

All prices are net and per insertion.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

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EXCLUSIVE OPPORTUNITY: Belly Band Cover Wrap

A full-color belly band wraps your message around *CHA Portfolio*, making your company's ad the first that readers see when they receive their copy. Include product descriptions, pictures and much more on the belly band's surface. Your advertising message is bound into the seam of the publication, making it a permanent part of the *CHA Portfolio* magazine.

You also now have the opportunity to have your belly band advertisement appear on the **online version** of our magazine. Enjoy the advantages of digital media as well as the exposure created by the belly band by digitally wrapping your message around *CHA Portfolio*.

These are exclusive advertising opportunities, as only one belly band will be sold per issue. Call your Naylor account executive to secure your reservation today!

Please select from the following options:

- Regular Belly Band: \$7,399.50**
- eBelly Band: \$1,359.50**
- Regular AND eBelly Band: \$7,899.50**

Digital Specifications:

680 x 360 pixels per surface

JPG, GIF and Flash accepted

Animation must be less than 25 seconds in duration (including multiple loops).

All prices are net and per insertion.



Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). HOB-Q0309 (LR 12-17-07; HOB-Q0108)

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CHA Portfolio Digital Edition

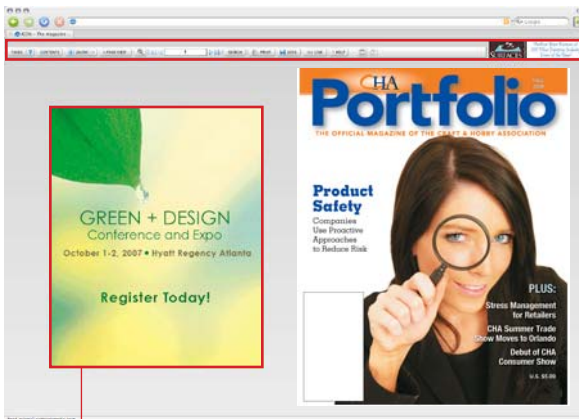
In addition to print, *CHA Portfolio* is also available to members in a fully interactive digital version.

Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

eSponsorship and eToolbar opportunities are exclusive and awarded on a first-come, first-served basis. *Contact your Naylor account executive today to secure your spot.*



View the [DIGITAL EDITION](#)



eSponsorship

JPG, GIF or Flash: 645 x 465 pixels

Video: 431 x 277 pixels

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine.

eLink

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. All of our advertising options include this upgrade.

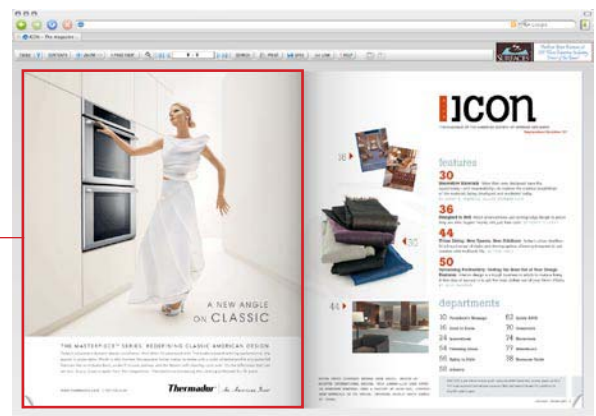
eToolbar

JPG only: 250 x 50 pixels

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

With the digital edition, you can:

- Read the issue online or download it for later.
- Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- E-mail articles of interest to colleagues.
- Click on ads to go directly to an advertiser's Web site.



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 rboyce@naylor.com





eSponsorship

When you sponsor the *CHA Portfolio* magazine digital edition, your company is the first ad readers see when they open their copy. Your message will be prominently displayed directly across from the cover of the magazine. **This is an EXCLUSIVE advertising opportunity, as only one company can sponsor each digital edition.**

eSponsorship: \$1,509.50 per issue

JPG, GIF or Flash: 645 x 465 pixels

Video: 431 x 277 pixels

Must be less than one minute in duration.

1. Select the issue(s) that you would like to sponsor:

- Spring/Summer issue (HOB-Q0309)
- Fall issue (HOB-Q0409)
- Winter issue (HOB-Q0110)

2. Total your order:

\$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. HOB-Q0309 (LR 10-13-08, HOB-Q0109)

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eSponsorship File Specifications

Videos - Must be less than one minute in duration

Dimensions

431 x 277 pixels

File Formats for Video

FLV, AVI, MOV (QuickTime), Windows Media Player, Real Video

When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV.

The recommended video codecs for QuickTime are:

- Uncompressed video
- Sorenson Video 1, 2, and 3
- Motion JPEG A and B

When sending QuickTime video files, please avoid using the IMA 4:1 audio codec.

The recommended audio codecs for QuickTime are:

- Uncompressed audio
- ALaw 2:1
- ADPCM

When sending .avi files, avoid using the Intel Indeo video codec.

Animation

Please supply animation as Flash 7 or earlier files. We will need both .swf and .fla files. Animated GIF/FLASH files can loop no more than three times.

Setting Up Flash Creatives

If supplying a Flash creative, you must also supply a backup GIF or JPG to serve to who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify Menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase, and check the "Expression" option next to it. In the Window field, select "_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {  
  getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
  getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked.

The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it on the fly.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at: http://www.macromedia.com/resources/richmedia/tracking/designers_guide/.

www.naylor.com





eToolbar Sponsorship

Brand the browser in which the CHA Portfolio digital edition is displayed with your company name and colors! The eToolbar Sponsorship allows your company to be in front of readers the entire time they are browsing the digital edition of CHA Portfolio magazine.

Your company's information will appear in the top right-hand corner of the browser in which the digital edition opens. It will also appear next to important, frequently-used navigational icons such as contents, zoom and search windows. **This is an EXCLUSIVE advertising opportunity, as only one company can sponsor the toolbar.**

eToolbar Sponsorship: \$759.50 per issue

JPG only: 250 x 50 pixels

1. Select the issue(s) that you would like to sponsor:

- Spring/Summer issue (HOB-Q0309)
- Fall issue (HOB-Q0409)
- Winter issue (HOB-Q0110)

2. Total your order:

\$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. HOB-Q0309 (LR 10-13-08, HOB-Q0109)

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