

2009 Media Kit

www.partypaper.com
PARTY & PAPER RETAILER



Party & Paper Retailer Online Marketing

WWW.PARTYPAPER.COM OPPORTUNITIES

Increase your visibility, expand your reach, strengthen your message. Advertise on www.partypaper.com and get your message in front of retailers and the industry 24/7. With a variety of multimedia advertising choices, there's sure to be something to meet your needs.

More than
44,700 page
views per
month!*



ONLINE MARKETING

Help inform subscribers when the newest issue of Party & Paper Retailer is posted online through sponsorship of monthly issue updates.

Party & Paper Retailer also sends out breaking news updates from around the country. Sponsorship of e-mail blasts are available on a limited basis — sign up now to secure your place to supply retailers with news as it happens.

WEB AD SIZES

	Width		Height
Banner Ad	430px	x	90px
Button Ad	150px	x	150px

WEB SITE AD RATES

Size	1x	12x
Banner (430 x 90 pixels)	\$275	\$2,750
Button (150 x 150 pixels)	\$175	\$1,750

*Publisher's own data: Average monthly page views from July 2007 to June 2008.

Other Marketing Services

We offer a number of other services to enhance your marketing efforts, including inserts, direct mailing, bellybands, false covers and special job prints. Please call Gavin Cribbs to learn about all the services we offer.

EVENTS

A great opportunity to network with party store owners in a unique one-on-one environment. A variety of sponsorship packages are available to choose from to best showcase your company.

SOURCEBOOK 2010 AND RETAIL PLANNING CALENDAR

The most comprehensive supplier directory in the party/costume/balloon/stationery industry is published annually in November and is available online 24/7. Be sure to reserve advertising space and your listing for this must-have resource.

WEBINARS

Online educational sessions on specific topics will be offered throughout the year to niche audiences using expert speakers. Call to learn about sponsorship packages.

STRENGTHEN YOUR MARKETING CAMPAIGN

Reach an expanded audience with Great American Publishing's other magazines: Fantasy, Costume & Apparel Retailer; Museums & More; and Stationery Trends. Call Gavin Cribbs for information about advertising in one of these other targeted publications.

FANTASY
COSTUME & APPAREL RETAILER

Museums & More
SPECIALTY CHOPS PRODUCT NEWS

Stationery
TRENDS

2009 Party & Paper Retailer Advertising Rates

DISPLAY ADS

FOUR COLOR AD RATES

Size	1x	4x	6x	12x
Spread	\$8,490	\$8,270	\$8,030	\$7,780
Full Page	\$4,630	\$4,460	\$4,270	\$3,720
2/3 Page	\$3,580	\$3,450	\$3,320	\$3,060
1/2 page	\$3,400	\$3,280	\$3,150	\$2,790
1/3 page	\$2,810	\$2,725	\$2,620	\$2,360
1/4 page	\$2,130	\$2,070	\$2,000	\$1,890
1/6 page	\$1,175	\$1,120	\$1,060	\$999
Marketplace	\$690	\$595	\$530	\$480

BLACK & WHITE AD RATES

Size	1x	4x	6x	12x
Full page	\$3,500	\$3,340	\$3,160	\$2,630
2/3 page	\$2,630	\$2,500	\$2,370	\$2,110
1/2 page	\$2,320	\$2,200	\$2,080	\$1,750
1/3 page	\$1,760	\$1,675	\$1,580	\$1,320
1/4 page	\$1,165	\$1,110	\$1,040	\$870
1/6 page	\$885	\$830	\$795	\$670

Agency Commission 15%, Terms: Net 30 Days,
Add \$400 to b&w rates for one color.

CLASSIFIED ADS

CLASSIFIED AD RATES

Size	1x	4x	6x	12x
Per column inch	\$120	\$110	\$105	\$99

Minimum is 1 column inch (2-1/4" w x 1" h),
approximately 30-35 words. Text only, no images.

WEB SITE ADS

WEB SITE AD RATES

Size	1x	12x
Banner (430 x 90 pixels)	\$275	\$2,640
Button (150 x 150 pixels)	\$175	\$1,680

Save
20% on
yearly
rate

Contact Information

GREAT AMERICAN PUBLISHING

Mailing: P.O. Box 128

Shipping: 75 Applewood Drive, Suite A
Sparta, MI 49345

Phone: 800-825-0900 or 616-887-9008

Fax: 616-887-2666

PUBLISHER/CEO

Matt McCallum, ext. 101
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Wendy Bender, ext. 123
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BILLING

Sally Ostman, ext. 112
accounting@partypaper.com

TERMS AND CONDITIONS

Net 30 days. Interest of 18% due on all invoices over 30 days plus collection and/or attorney fees. The advertiser and its advertising agency are jointly liable for monies due to Great American Publishing. If materials for scheduled advertisement do not arrive by deadline date, publisher reserves the right to repeat the most recent material on hand. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against any expense or loss suffered by reason of such claims.

Publisher reserves the right to reject any advertising which is not keeping with the

publication's standards. The publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

Extreme care will be taken to assure that each advertising order is handled to the exact requirements of the advertiser and advertising agency. However, in case of typographical error or omissions, the publisher shall not be liable for damages beyond the insertion rate of the advertisement.

COMMISSIONS

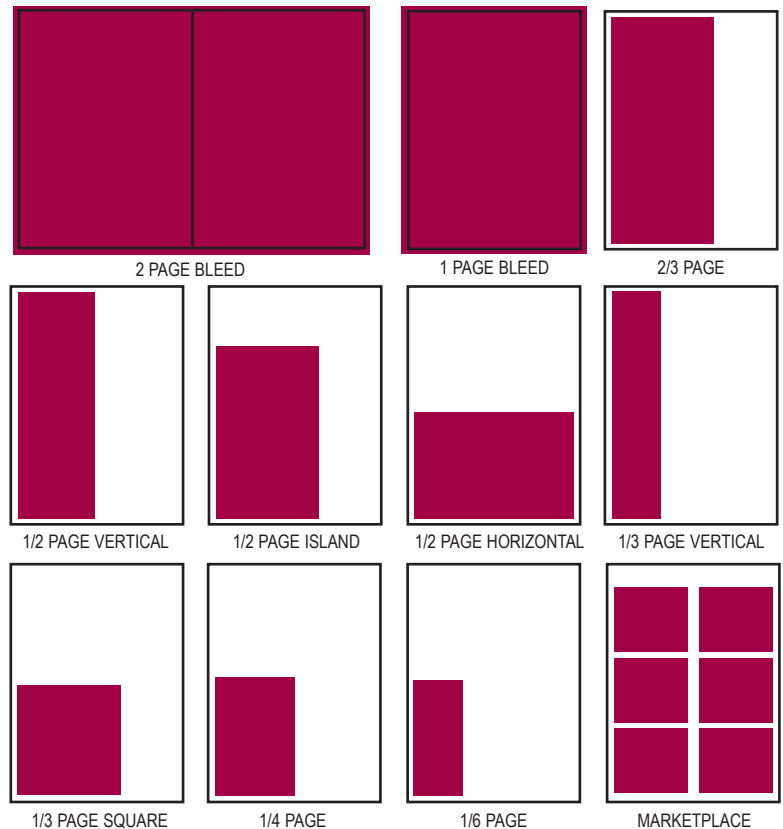
Commission of 15% to third party recognized advertising agencies only for camera-ready art or electronic ads. (In-house agencies are not eligible for this discount.) Publisher will not honor advertising agency's commission if any account remains unpaid for 90 days.

Sales Manager, Gavin Cribbs, 800-825-0900, ext. 109 • sales@partypaper.com

Party & Paper Retailer Ad Sizes

DISPLAY AD SIZES

Size	Width	Height
2 page bleed	16" x	10-3/4"
<i>trim size:</i>	15-3/4" x	10-1/2"
1 page bleed	8-1/8" x	10-3/4"
<i>trim size:</i>	7-7/8" x	10-1/2"
2/3 page	4-7/16" x	9-1/2"
1/2 page vertical	3-1/4" x	9-1/2"
1/2 page island	4-7/16" x	6-7/8"
1/2 page horizontal	6-3/4" x	4-3/4"
1/3 page vertical	2-1/8" x	9-1/2"
1/3 page square	4-7/16" x	4-7/16"
1/4 page	3-1/4" x	4-5/8"
1/6 page	2-1/8" x	4-7/16"
Marketplace	3-1/4" x	2-3/4"



Ad Specifications

SEND FILES TO

Party & Paper Retailer
Attn: Elaine Urrutia
Assistant Production Manager
75 Applewood Dr., Ste. A
Sparta, MI 49345

FTP site information inquiries and ads less than 10MB may be sent to ad-edit@partypaper.com. Call Elaine Urrutia at 616-887-9008, ext. 111, if you have questions.

GENERAL INFORMATION

- Process: Web Offset Lithography
- Binding: Saddlestitch
- Advertising materials will be retained for one year unless otherwise requested.

DOCUMENT SIZE & INFORMATION

- Trim size dimensions: 7-7/8" x 10-1/2"
- Live area must be at least 1/4" from the trim.
- All bleeds must extend AT LEAST 1/8" beyond trim.

ELECTRONIC AD SUBMISSIONS

Ad materials must be sent via e-mail, CD or FTP.

- Image size: 300 dpi
- We accept the following formats:
 - PDF, EPS and TIFF files (must be print ready)
 - Adobe CS3 or earlier (InDesign, Photoshop, Illustrator)
 - Adobe PageMaker
 - QuarkXPress 6 or earlier
- Microsoft Publisher files cannot be accepted.

PLACED GRAPHICS

- Please include or embed all images used in the document.
- Avoid nesting EPS files within other EPS files.
- Avoid excess sizing (above 15%) or skewing of images.

COLOR

- All color images must be CMYK.
- Do not use RGB, PMS or Indexed Color images.

FONTS

- Please include or embed all fonts used in the document.
- We are not responsible for the print quality of ad copy below 10-point size.

2009 Party & Paper Retailer Editorial Calendar

JANUARY

Halloween & Party Expo Issue

2009 Halloween Trends
Costumes — Adult, Children, Pet
Halloween Products
Everyday Party
Balloons

***Bonus Distribution: Halloween & Party Expo**

Editorial Material Due: 11/26/08
Ad Material Due: 12/4/08

FEBRUARY

Theme Parties (luau, casino, pirates ...)

Children's Costumes and Apparel
Toys & Novelties
P.O.S. Systems
Sexy Costumes
Halloween, Costume & Party Show Preview

***Bonus Distribution: Toy Fair**

Editorial Material Due: 12/23/08
Ad Material Due: 12/31/08

MARCH

Halloween, Costume & Party Show Issue

2009 Costume Licensing List
Halloween Products & Fall Holidays
Bridal & Bachelorette
Rentals

Halloween & Party Expo Recap

***Bonus Distribution: Halloween, Costume & Party Show**

ASD/AMD Gift Expo

Editorial Material Due: 1/23/09
Ad Material Due: 1/29/09

APRIL

Birthday Issue

Balloons
Gifts & Favors
Sexy Costumes & Party Novelties

***Bonus Distribution: Las Vegas Halloween Show**

Editorial Material Due: 2/20/09
Ad Material Due: 2/26/09

MAY

Everyday Party

National Stationery Show Preview
Bridal
Invitations & Imprintables
Greeting Cards
Halloween, Costume & Party Show Recap

***Bonus Distribution: National Stationery Show**

Editorial Material Due: 3/27/09
Ad Material Due: 4/2/09

JUNE

Winter Holidays

Holiday Costumes & Wearables
Stocking Stuffers
Theme Parties

Editorial Material Due: 4/24/09
Ad Material Due: 4/30/09

JULY

New Year's Issue

Ethnic Celebrations
Gifts & Plush
National Stationery Show Recap

Editorial Material Due: 5/22/09
Ad Material Due: 5/28/09

AUGUST

Annual Balloon Issue

Decorations & Favors
Humor & Novelties
P.O.S. Systems

***Bonus Distribution: Balloon Camp, ASD/AMD Gift Expo**

Editorial Material Due: 6/26/09
Ad Material Due: 7/2/09

SEPTEMBER

Valentine's Day

Mardi Gras
Bridal & Bachelorette
Baby

***Bonus Distribution: International Lingerie Show**

Editorial Material Due: 7/24/09
Ad Material Due: 7/30/09

OCTOBER

Birthday Issue

Spring Holidays (St. Patrick's Day, Easter ...)
Life's Occasions & Milestones
Over the Hill

Editorial Material Due: 8/21/09
Ad Material Due: 8/27/09

NOVEMBER

Graduation

Theme Parties
Sports
Children's Parties
Mother's Day & Father's Day

Editorial Material Due: 9/25/09
Ad Material Due: 10/1/09

SOURCEBOOK 2010 AND RETAIL PLANNER

2009 Industry Survey Results
Ad Material Due: 9/10/09
Mailed with the November Issue

DECEMBER

Trends Issue

2009 Party Product Licensing List
Costumes & Wearables
Humor & Party Novelties
International Halloween Show Preview

***Bonus Distribution: International Halloween Show**

Editorial Material Due: 10/23/09
Ad Material Due: 10/29/09

IN EVERY ISSUE ...

Party Line — Editor's Letter
Party Business Management
Industry News
Shop Talk
Balloon Recipe
The Store Room
Trade Show Calendar & News
Product Picks

**SEND ALL EDITORIAL PRODUCT SUBMISSIONS AND PRESS RELEASES TO
ABBY HEUGEL AT WRITER@PARTYPAPER.COM.**

*Publisher's own data

Sales Manager, Gavin Cribbs, 800-825-0900, ext. 109 • sales@partypaper.com