



knitscene™ INTERWEAVE CROCHET INTERWEAVE **KNITS**

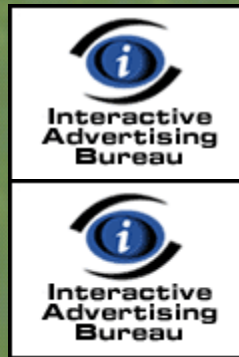
Online Advertising Opportunities



Online Ad Sizes



**120 x 60
Button**



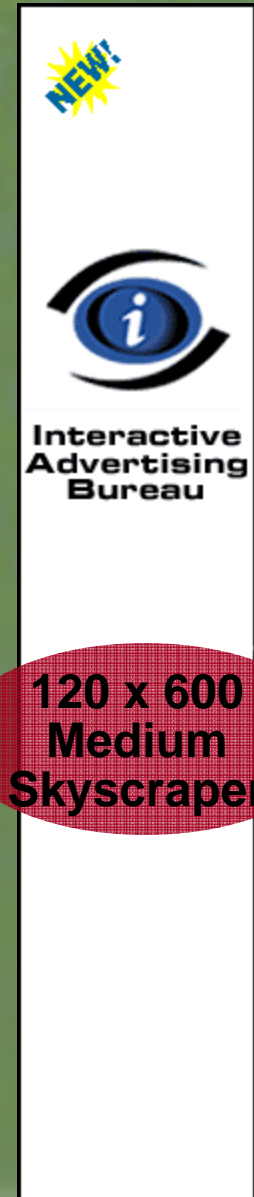
**120 x 180
Dbl Banner**



**234 x 60
Masthead**



**120 x 90
Banner**



**120 x 600
Medium
Skyscraper**

Note: All sizes are compliant with IAB



Masthead Ad - Homepage

The screenshot shows the Interweave Knits website homepage. At the top, there is a search bar and navigation links. Below the search bar, there are several categories: books, magazines, beading, fiber arts, knitting, natural living, needlework, spinning, and weaving. The main content area features a masthead ad for the Winter 2006 issue of Interweave Knits, which is 234 x 60 pixels. Below the masthead, there is a 120 x 90 banner for the November 14, 2006 issue. The banner includes a photo of a woman in a red sweater and text about the issue's content, such as 'On the Cover: Nantucket Jacket, page 62' and 'See photos & yarn requirements for all projects in this issue'. The banner also lists several departments and new projects.

Masthead Banner Ad (234 x 60)
(Click here to view sample web site)

--Maximum of five advertisers
(Ads will dynamically rotate)

--Rates: \$1,500 per quarter
Frequency Incentive: \$1,200 per quarter
(Annual commitment required)

--Ad Design: Included in rates.
Advertisers can change ads three times
a quarter.

--Other Design fees: \$1,275 per quarter
Interactive/Rich media creation to include but
not limited to landing pages, video and audio
creations

120
X
600
Medium
Skyscraper



Masthead Ad - IWK Sections

The screenshot shows the top portion of the Interweave Knits website. At the top left is the 'KNITS' logo. Below it are search fields for 'Search Website' and 'Search Directory'. A navigation bar lists categories: books, magazines, beading, fiber arts, knitting, natural living, needlework, spinning, and weaving. The main content area features a featured article for 'Interweave Knits Winter 2006' with a cover image of a woman in a red cardigan. To the right of the cover is a '120 x 90 Banner' box. Below the cover is a list of articles with titles and authors, such as 'Berta Karapetyan: Knitter, Designer, and Yarn Connoisseur' and 'A Cardigan for Arwen'. A sidebar on the left contains a '120 X 600 Medium Skyscraper' ad box and a list of site navigation links.

Masthead Banner Ad (234 x 60)
(Click here to view sample web site)

--Maximum of five advertisers
(Ads will dynamically rotate)

--Rates: \$750 per quarter
Frequency Incentive: \$600 per quarter
(Annual commitment required)

--Ad Design: Included in rates.
Advertisers can change ads three times
a quarter.

--Other Design fees: \$637.50 per quarter
Interactive/Rich media creation to include but
not limited to landing pages, video and audio
creations

Available Category Pages

- Magazine: Current Issue Highlights
- Projects
- Books
- Book Reviews
- Resources
- Events/Gallery



Skyscraper Ad - Homepage

Skyscraper Ad (120 x 600)

[\(Click here to view sample web site\)](#)

--Maximum of three advertisers
(Ads will dynamically rotate)

--Rates: \$750 per quarter
Frequency Incentive: \$600 per quarter
(Annual commitment required)

--Ad Design: Included in rates.
Advertisers can change ads three times
a quarter.

--Other Design fees: \$637.50 per quarter
Interactive/Rich media creation to include but
not limited to landing pages, video and audio
creations

The screenshot shows the homepage of Interweave Knits. At the top, there is a navigation bar with the site logo, search fields, and a menu of categories: books, magazines, beading, fiber arts, knitting, natural living, needlework, spinning, and weaving. The main content area features a featured article for the Winter 2006 issue, including a photo of a woman in a red cardigan and several article teasers such as 'Berta Karapetyan: Knitter, Designer, and Yarn Connoisseur', 'A Cardigan for Arwen', 'Venezia Pullover', 'Equestrian Blazer', 'Gutter Ganses', 'On the Cover: Nantucket Jacket', 'Pewter Coat', 'Innovation in the Andes: Making Bobble Yarn', 'Enid Cardigan', 'Retrograde Pullover', 'Nantucket Jacket', 'Refined Raglan', and 'Rambling Rose Cardigan'. A red box highlights a 120 x 90 banner area, and another red box highlights a 120 x 600 skyscraper ad area. A red arrow points from the text on the right to the skyscraper ad area.

120
X
600
Medium
Skyscraper



Skyscraper Ad - IWK Sections

Skyscraper Ad (120 x 600)

[\(Click here to view sample web site\)](#)

--Maximum of three advertisers
(Ads will dynamically rotate)

--Rates: \$400 per quarter
Frequency Incentive: \$320 per quarter
(Annual commitment required)

--Ad Design: Included in rates.
Advertisers can change ads three times
a quarter.

--Other Design fees: \$340 per quarter
Interactive/Rich media creation to include but
not limited to landing pages, video and audio
creations

The screenshot shows the Interweave Knits website with a 120 x 600 Medium Skyscraper ad placement highlighted. The ad placement is located on the left side of the page, below the navigation menu and above the main content area. The ad placement is labeled "120 X 600 Medium Skyscraper".

The website content includes:

- Search Website: GO!
- Search Directory: GO! [Sample directory page](#)
- Navigation: [books](#) • [magazines](#) • [beading](#) • [fiber arts](#) • [knitting](#) • [natural living](#) • [needlework](#) • [spinning](#) • [weaving](#)
- Interweave Knits
 - Subscriptions
 - Subscription Help
 - Back Issues
 - Free Projects
 - Submissions
 - Other Magazines
- Knitting
 - Books
 - Corrections
 - Events & Exhibits
 - Galleries
 - Resources
 - Contact Us
- Interweave Knits Winter 2006
 - [Note: This is a sample advertising page for Interweave Knits Magazine]
 - Berta Karapetyan: Knitter, Designer, and Yarn Connoisseur** Julie Moline
Meet the author of the upcoming book, Runway Knits.
 - A Cardigan for Arwen** Kate Gilbert
A hooded jacket for the princess in you.
 - Venezia Pullover** Eunny Jang
Fitted Fair Isle has old-world charm and modern allure.
 - Equestrian Blazer** Kate Gilbert
A classic jacket gets fit with short-row shaping.
 - Gutter Ganses** Elizabeth L. Wick
The herring lasses' take on the classic fisherman's sweater.
 - Pewter Coat** Shirley Paden
Deep lapels add style to a cable-brocade jacket.
 - Innovation in the Andes: Making Bobble Yarn** Linda Ligon
Innovative craftsmen make a novelty yarn for a traditional hat.
 - Enid Cardigan** Véronik Avery
Add puris to your color work in a Bohus-inspired sweater.
 - Retrograde Pullover** Amy M. Swenson
This reversible sweater is a quick turnaround on large needles.
 - Nantucket Jacket** Norah Gaughan
Godets add flare to a texture-rich cardigan.
 - Refined Raglan** Mercedes Tarasovich-Clark
Delectable yarn and a simple silhouette make for comfort knitting.
 - Rambling Rose Cardigan** Laura Zukaite
Two tones harmonize in a leaf-embellished cardigan.
- DEPARTMENTS
 - Strands
 - News & Views
 - Bookshelf Clara Parkes
 - Glossary
 - [Oops!](#)
 - Sources for Supplies
 - Advertisers' Index
 - Ravelings
 - Clara Parkes
- NEW ON THE WEB:
 - New Projects:
 - [Blue Skies Cardigan](#)
 - [Old World Booties](#)



Banner Ad - Homepage

The screenshot shows the homepage of Interweave Knits. At the top, there's a navigation bar with the site name 'KNITS' and a search bar. Below that, there are links for 'books', 'magazines', 'beading', 'fiber arts', 'knitting', 'natural living', 'needlework', 'spinning', and 'weaving'. The main content area features a large banner ad for the magazine 'Interweave Knits Winter 2006'. The banner includes a photo of a woman in a red cardigan and text describing the issue's content, such as 'Warm Up for Winter', 'Innovation in the Andes', and 'A Cardigan for Arwen'. A red arrow points to a box on the right side of the banner that says '120 x 90 Banner'. Below the banner, there are sections for 'DEPARTMENTS' and 'NEW ON THE WEB'.

234 x 60
Page Frame/Category Masthead

Search Website GO
website.log.in | register | view cart

Search Directory GO
Sample directory page

books • magazines • beading • fiber arts • knitting • natural living • needlework • spinning • weaving

Interweave Knits

- Subscriptions
- Subscription Help
- Back Issues
- Free Projects
- Submissions
- Other Magazines

Knitting

- Books
- Corrections
- Events & Exhibits
- Galleries
- Resources
- Contact Us

Interweave Knits Winter 2006

[Note: This is a sample advertising page for *Interweave Knits Magazine*.]

120 x 90 Banner

Warm Up for Winter
22 projects to make your winter wardrobe

Innovation in the Andes
Knitting bobble yarn

Berta Karapetyan: Knitter, Designer, and Yarn Connoisseur Julie Moline
Meet the author of the upcoming book, *Runway Knits*.

A Cardigan for Arwen Kate Gilbert
A hooded jacket for the princess in you.

Venezia Pullover Eunny Jang
Fitted Fair Isle has old-world charm and modern allure.

Equestrian Blazer Kate Gilbert
A classic jacket gets fit with short-row shaping.

Gutter Gansers Elzabeth L. Link
The herring lasses' take on the classic fishermen's sweater.

Pewter Coat Shirley Paden
Deep lapels add style to a cable-brocade jacket.

Innovation in the Andes: Making Bobble Yarn Linda Ligon
Innovative craftsmen make a novelty yarn for a traditional hat.

Enid Cardigan Véronik Avery
Add purls to your color work in a Bohus-inspired sweater.

Retrograde Pullover Amy M. Swenson
This reversible sweater is a quick turnaround on large needles.

Nantucket Jacket Norah Gaughan
Godets add flare to a texture-rich cardigan.

Refined Raglan Mercedes Tarasovich-Clark
Delectable yarn and a simple silhouette make for comfort knitting.

Rambling Rose Cardigan Laura Zukaite
Two tones harmonize in a leaf-embellished cardigan.

Provincial Waistcoat Mari Lynn Patrick
Texture stitches pull this vest together.

Corded Yoke Pullover Annie Modesitt
A spoke yoke shows off more than it covers.

Cabernet Ribs Liz Niels
Faux levers feel good in mohair/silk and

\$6.99

On Newsstands November 14, 2006

On the Cover: Nantucket Jacket, page 62

See [photos & yarn requirements](#) for all projects in this issue

DEPARTMENTS

Strands
News & Views
Bookshelf *Clara Parkes*
Glossary
[Oops!](#)
Sources for Supplies
Advertisers' Index
Ravelings
Clara Parkes

NEW ON THE WEB:

New Projects:

- [Blue Skies Cardigan](#)
- [Old World Booties](#)

Banner Ad (120 x 90)

[\(Click here to view sample web site\)](#)

--Maximum of five advertisers
(Ads will dynamically rotate)

--Rates: \$350 per quarter
Frequency Incentive: \$280 per quarter
(Annual commitment required)

--Ad Design: Included in rates.

Advertisers can change ads three times
a quarter.

--Other Design fees: \$297.50 per quarter
Interactive/Rich media creation to include but
not limited to landing pages, video and audio
creations

120
X
600
Medium
Skyscraper



Banner Ad -IWK Sections

Banner Ad (120 x 90)

[\(Click here to view sample web site\)](#)

--Maximum of five advertisers
(Ads will dynamically rotate)

--Rates: \$200 per quarter
Frequency Incentive: \$160 per quarter
(Annual commitment required)

--Ad Design: Included in rates.
Advertisers can change ads three times
a quarter.

--Other Design fees: \$170 per quarter
Interactive/Rich media creation to include but
not limited to landing pages, video and audio
creations

The screenshot shows the Interweave Knits website. At the top, there is a navigation bar with the site logo and search options. Below the navigation bar, there are several menu items: books, magazines, beading, fiber arts, knitting, natural living, needlework, spinning, and weaving. The main content area features a featured article titled "Interweave Knits Winter 2006" with a sub-note: "[Note: This is a sample advertising page for Interweave Knits Magazine.]". Below this, there is a 120 x 90 banner ad for the magazine cover, which includes the text "120 x 90 Banner". The banner ad features a woman in a red cardigan and lists several articles: "Warm Up for Winter 2006", "Innovation in the Andes", "A Cardigan for Arwen", "Venezia Pullover", "Equestrian Blazer", "Gutter Gansers", "Pewter Coat", "Innovation in the Andes: Making Bobble Yarn", "Enid Cardigan", "Retrograde Pullover", "Nantucket Jacket", "Refined Raglan", "Rambling Rose Cardigan", "Provincial Waistcoat", "Corded Yoke Pullover", and "Cabernet Ribs". The banner ad also includes a price of \$6.99 and an "Add to Cart" button. On the left side of the page, there is a sidebar with a list of links: "Interweave Knits" (Subscriptions, Subscription Help, Back Issues, Free Projects, Submissions, Other Magazines), "Knitting" (Books, Corrections, Events & Exhibits, Galleries, Resources, Contact Us), and "120 X 600 Medium Skyscraper".

