



# Balloons & Parties

INNOVATIONS FOR THE PARTY PROFESSIONAL

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

## OFF INTO CYBERSPACE



**ONLINE NOW!**



# Media Kit 2007 2008



## **BALLOONS & Parties**

### **Online Magazine Pledge:**

**We exist to motivate and inspire readers** to produce innovative and professional party services, pleasing to clients, customers and consumers; ultimately resulting in better business for themselves and advertisers.

**We analyze current issues,** market place developments, merchandising innovations, new products, tips and trends to keep you informed.

**We know the market.** Readers and advertisers have depended on **BALLOONS & Parties** for over 20 years for the latest industry news and trends.

**We investigate the international market** and provide our readers with new ideas and developments from around the world.

**We are THE respected industry leader!**

## **Reach Multiple Markets**

- 1. Balloon Decorators**
- 2. Florists**
- 3. Manufacturers**
- 4. Balloon Retail Stores**
- 5. Party Decorators**
- 6. Event Planners and Decorators**
- 7. Caterers**
- 8. Party and Event Rental Suppliers**
- 9. Event and Banquet Managers**
- 10. Party and Event Supply Distributors**

## **BALLOONS & Parties**

### **Means Advertising Value:**

**Targeted Circulation.** You know exactly who you are reaching because we know. Your value is increased with a focused message to a targeted market each issue.

**Editorial Support.** Our articles are targeted, informative and full of practical ideas for the event decorating industry. This draws the reader into the advertiser's message, as it presents an immediate opportunity to discover viable products and services that will increase their bottom line.

**How-to information.** **BALLOONS & Parties** includes building instructions for many creative projects. As an advertiser your products are incorporated and recommended for featured designs.

**Longevity.** Subscribers who see your advertisement read and save **BALLOONS & Parties** files for future reference and use it time after time for new ideas and product information.

**NEW!** Blog to keep our readers informed up to the minute!

**NEW!** Audio Classrooms you can Sponsor - Hear YOUR company name and information every time a reader logs on and goes to class!

**Double viewing of your ad for one LOW Price.** Every ad you place will also reside on our Web site for as long as your ad runs in our e-zine.

**Bonus Distribution.** Thousands of industry buyers see your advertisement in **BALLOONS & Parties** at major trade shows throughout the year.

Subscribers rely on **BALLOONS & Parties** magazine to bring them educational and industry information, plus new creative decorating ideas and business opportunities.

## **ADDITIONAL DISTRIBUTION**

*Every issue of **BALLOONS & Parties Online Magazine** is sent **FREE of Charge** to over 2000 balloon commerce decision makers in the fields of:*

- Party Stores and Suppliers
- To-The-Trade Distributors
- Industry Manufacturers
- Ribbon Manufacturers
- Supermarket Brokers
- Gift Basket Suppliers
- Floral Suppliers

## **Contact Us**

**Phone:**  
201-441-4224

**E-mail:**  
[info@balloonsandparties.com](mailto:info@balloonsandparties.com)



## Advertising Rates

RATE CARD EFFECTIVE JUNE 1, 2007

	4x	3x	2x	1x
<b>Banner</b>	\$100	\$150	\$175	\$200
<b>Tile - Feature</b> 1 per issue on ALL pages	\$300	\$325	\$365	\$395
<b>Display</b>	\$200	\$225	\$265	\$295
<b>Video</b>	\$300	\$335	\$375	\$425
<b>Dedicated E-mail</b>	\$365	\$400	\$450	\$500
<b>Sponsorships</b>	<i>Call</i>	<i>for</i>	<i>Special</i>	<i>Pricing</i>

## Ad Information

(Width x Height in Pixels)

**Tile and Display Ads:** An advertising graphic image or animation display, in an application (such as [Eudora](#)), or in an [HTML](#) email. These ads are generally displayed on the right side of a page on the site or in

### TILE

160 x 90

Maximum file size: 30k

### BANNER

200 x 140

Maximum file size: 40k

### DISPLAY

300 x 250

Maximum file size: 50k

## Guidelines & Policies

Published rates are for plate ready ads. Agency discount void when not plate ready.

*The rate earned depends upon the number of issues contracted per year, NOT the total number of ads placed in a year. If contracts are cancelled during a contract run, short rates will apply.*

All rates are for color or black & white ads

Ads placed by a new advertiser must be prepaid unless credit application process has been completed.

The location of Sponsored Tile Ads appear at the right side of pages. The location of Sponsored Display Ads appear in the body of some articles.

Deadline for submission of ads on disk is five days prior to plate ready date.

### Production Charges

Art, layout and preparation services are available. Check in advance for estimate. Ads that are not completely plate-ready composite will be subject to cost plus 20% for final preparation. All ads must meet PartiLife Publications, L.L.C. publishing standards and are subject to approval of same.

### File Formats

We accept animated GIF, JPEG or SWF electronic files. Must be RGB and 72 dpi.

### Links

When submitting animated GIF or JPEG files, please specify where your banner should link. If no link is given, your ad will link to your home page.

### Changes/Cancellation/Position

Cancellations or change orders received after published closing date will be subject to a charge of 50 percent of space cost, plus applicable production cost. Covers are non-cancelable.

### Commissions

The standard 15% commission will be given to recognized agencies supplying plate-ready film. Agency commission will be FORFEITED on accounts remaining unpaid after 30 days. Production and bleed charges are not commissionable. Agency discount voided when not plate-ready.

**Any questions? Call (201)441-4224 or  
e-mail us at [info@balloonsandparties.com](mailto:info@balloonsandparties.com).**

# Balloons & Parties

INNOVATIONS FOR THE PARTY PROFESSIONAL

BALLOON-A-Zine

## ONLINE!

**NOW ONLINE MEANS A  
NEW BUSINESS OPPORTUNITY**

**Reach our readers faster than ever!**

The Internet is a powerful force and BALLOONS & Parties Magazine is making the most of it for more in-depth content, as we reach our readers faster and more often throughout the year. We are now strictly online and ready to bring YOU more customers!

*“No medium since black-and-white television has penetrated 50% of U.S. households as quickly as the Internet: both did so in eight years”*



Your “message” will reach our readers...

- **FASTER,**
- **CHEAPER**
- *24 hours a day*
- *Seven days a week!*

**YOUR  
AD  
HERE!**

**Or...  
YOUR  
AD  
HERE!**

Call Today...  
201-441-4224

E-mail Today...  
[info@balloonsandparties.com](mailto:info@balloonsandparties.com)