Ravelry Pro

ADVERTISING GUIDELINES

Ravelry.com is the central internet gathering place for the fiber arts: a rich database of patterns and yarns, a personal notebook area for each user, and a vibrant community with thousands of targeted groups and discussion forums.

Advertising on Ravelry allows you to show off your products to 7 million users in nearly every country in the world. Ravelry's traffic currently reaches 5 - 6 million page views per day, or over 2 billion page views per year. Our passionate yarn-loving community is the perfect showcase for your fiber-related products and services!

Contents

> "It's difficult to think of just ONE good thing to say about Ravelry advertising. Great customer service? Check. Reasonable pricing? Check. Targeted audience? Check. The chance to contribute in a small way to a fantastic resource for crafters? Priceless."
>
> - Rosemary Hill,
> Designs by Romi

How it works

As a Ravelry advertiser, you administer your own ads through your Ravelry Pro account, a self-service area of Ravelry in which you can reserve, upload, and submit your ads at your convenience. Ad reports are updated hourly, allowing you to monitor your stats and ad performance whenever you like. Our ad system is flexible: you can change your images, group and yarn selection, and adjust your budget at any time!

We have elected to keep advertising on Ravelry within the realm of the fiber world; only products and services related to knitting, crochet, spinning, weaving, and dyeing are eligible for advertising on Ravelry. Our community appreciates the targeted advertising we provide, and loves to support our advertisers - we may be the only website around on which members ask for more ads!

If you have further questions about advertising on Ravelry after reviewing the information included here, please email Mary Heather Browne at advertising@ravelry.com. She'll be happy to assist you!

Ravelry's Ad Spots

Notebook

The Notebook section is a central space for each user on Ravelry, where they can record and reference their projects, stash, patterns, queue, favorites, messages, and more. Ravelry members are also able to view the Notebooks of other users, leaving comments or adding projects to their favorites. Notebook ads are a flexible way to share your products and services with tens of thousands of Ravelry users each month.

- $15/month
- Approximately 35,000 impressions/month
- Size: 140 pixels wide x 200 pixels high
  (or 280 pixels wide x 400 pixels high for 2X images optimized for high-density screens)
- 500 Notebook spots available each month; advertisers may reserve up to five placements/month.

Benefits: reach a diverse international audience, high traffic and good exposure, inexpensive flat rate.
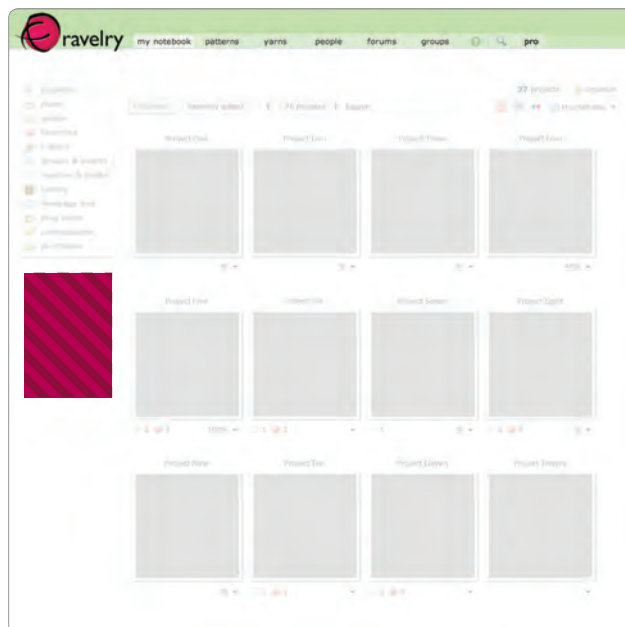

Marketplace

Marketplace ads are shown on the home page, with a link to our dedicated Marketplace area, where your business-card style ad can appear in the fiber-related categories that you select. Ravelry users can easily browse the categories to find shops that carry exactly what they are looking for!

Marketplace ad settings allow you to link your Ravelry profile to display your avatar and show your ad to the appropriate users in the local, friends, and in my groups categories. Optional auto-renew feature is available, so you can keep running your Marketplace ad until you turn off the auto-renew feature or cancel the ad.

- $5/month
- Size: 210 pixels wide X 100 pixels high
  (or 420 pixels wide x 200 pixels high for 2X images optimized for high-density screens)
- 450 spots available/month; advertisers may reserve 1 spot/month.

Benefits: set your own categories for browsers, auto-renew available, inexpensive flat rate, links to your Ravelry profile so your friends and local users can easily find your ad.
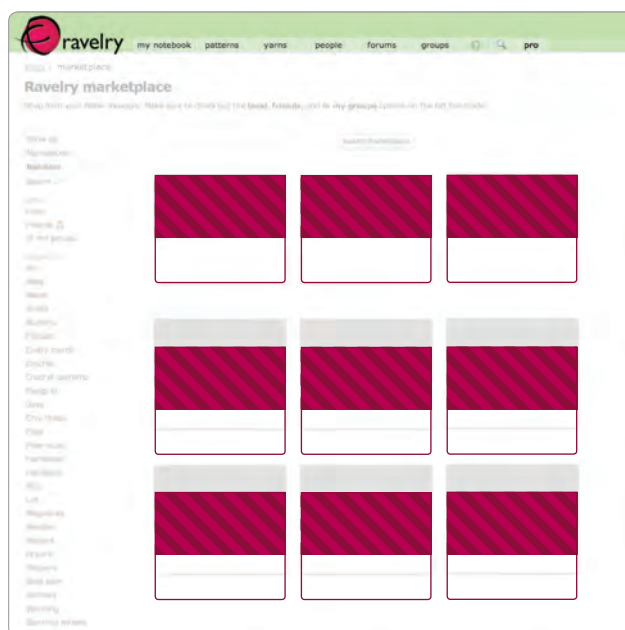
Ravelry's Ad Spots, continued

Forum Banners

The main boards of Ravelry are highly trafficked forums with multiple fiber craft-themed and Ravelry-specific discussion boards. Forum ad banners are displayed at the bottom of every page in forum discussion threads, just below the last post on the page and right above the forum navigation controls.

- $10/month
- Approximately 15,000 impressions/month
- Size: 728 pixels wide x 90 pixels high
  (or 1456 pixels wide x 180 pixels high for 2X images optimized for high-density screens)
- 150 Forums spots available each month; advertisers may reserve 1 spot/month.

Benefits: reach a large international audience, high traffic and good exposure, inexpensive flat rate.

Group Banners

Ravelry hosts thousands of active groups focused on a wide range of crafts and techniques, hobbies and interests of all types, and geographical areas around the world.

Group ad banners are displayed at the bottom of every page in forum discussion threads, just below the last post on the page and right above the forum navigation controls. Group ads can be set to auto-renew, which will keep them running until you turn off the auto-renew feature or cancel the ad.

- $1.50/1,000 impressions*
- Size: 728 pixels wide x 90 pixels high
  (1456 pixels wide x 180 pixels high for 2X images optimized for high-density screens)
- Group banner ads are unlimited and do not sell out.

* If a user sees the same image belonging to the same ad in the same group on the same day, you are only charged for the first impression.

Benefits: easy to find and target potential customers, can be booked throughout the month and never sell out, potentially unlimited audience, set your own budget, auto-renew available.

Ravelry's Ad Spots, continued

Featured Pattern

These extremely limited and prominent ad spots allow your pattern to be showcased right on the main patterns page on Ravelry: www.ravelry.com/patterns. Both knit and crochet featured pattern ad spots are available.

• $40/half-month
• Size: 225 pixels wide X 175 pixels high
  (450 pixels wide x 350 pixels high for 2X images optimized for high-density screens)
• 25 featured knitting pattern spots and 8 featured crochet pattern spots available each half-month. Advertisers may reserve 1 featured pattern spot/craft/month; advertising in this spot in consecutive ad periods is not permitted.

Benefits: extremely prominent ad spot, great opportunity for exposure to the Ravelry community.

Featured Source

These extremely limited and prominent ad spots allow your pattern source to be showcased right on the main patterns page on Ravelry: www.ravelry.com/patterns.

• $100/half-month
• Size: 225 pixels wide X 175 pixels high
  (450 pixels wide x 350 pixels high for 2X images optimized for high-density screens)
• 10 Featured Source spots are available each half-month. Advertisers may reserve 1 spot/half-month.

Benefits: extremely prominent ad spot, great opportunity for exposure to the Ravelry community.
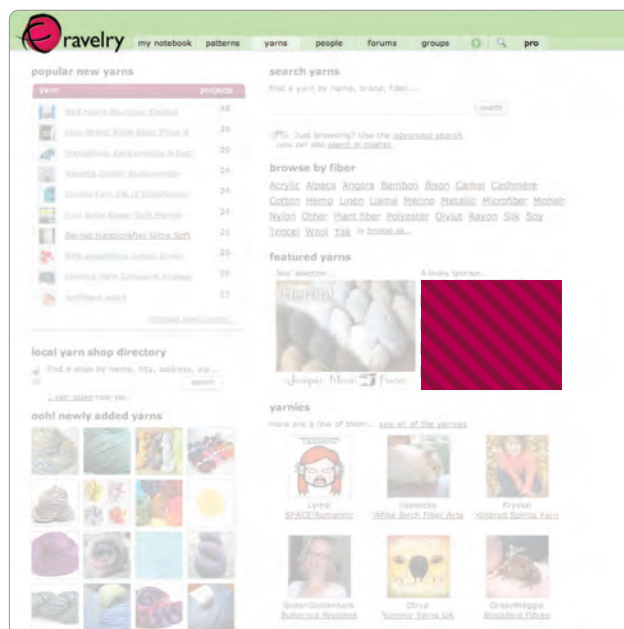
Ravelry's Ad Spots, continued

Featured Yarn

These extremely limited and prominent ad spots allow your yarn to be showcased right on the main yarns page on Ravelry: www.ravelry.com/yarns.

• $30/half-month
• Size: 225 pixels wide X 175 pixels high
  (or 450 pixels wide x 350 pixels high for 2X images optimized for high-density screens)
• 10 Featured Yarn spots available each half-month. Advertisers may reserve 1 spot every half-month.

Benefits: extremely prominent ad spot, great opportunity for exposure to the Ravelry community.

Featured Product

These extremely limited and prominent ad spots allow your spinning fiber or fiber-related product to be showcased right on the main yarns page on Ravelry: www.ravelry.com/yarns.

• $80/half-month
• Size: 225 pixels wide X 175 pixels high
  (or 450 pixels wide x 350 pixels high for 2X images optimized for high-density screens)
• 7 Featured Product spots available each half-month. Advertisers may reserve 1 spot every half-month.

Benefits: extremely prominent ad spot, great opportunity for exposure to the Ravelry community.
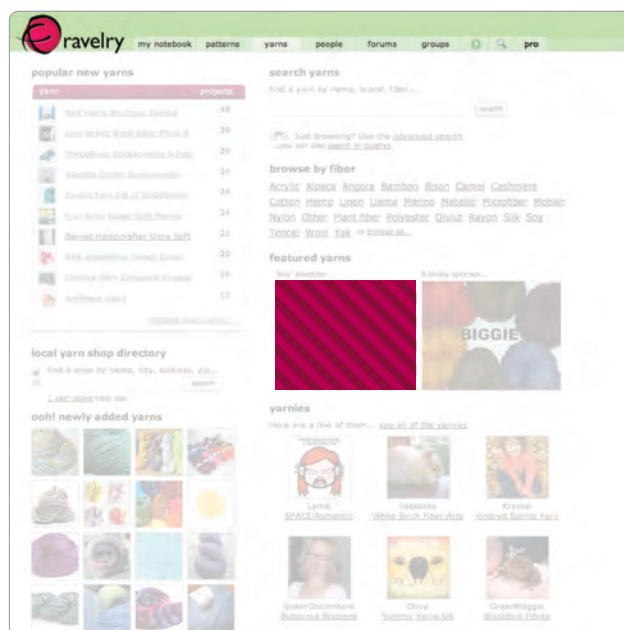
Ravelry's Ad Spots, continued

Buy This Yarn!

Paid yarn placements have become a useful, integrated part of Ravelry's site content. Buy This Yarn ads for online and local shops appear under the About This Yarn information box throughout the site wherever a yarn is referenced: pattern pages, project pages, and even in members' own stashes.

Online Logo and Text Links

Shown internationally (there is an optional setting to display your country's flag with the ad), with options to advertise with your shop's logo or 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.

Optional price check feature allows you to display your price for the yarn, along with shipping and discount information, and, if colorway information is displayed on the yarn's page on your website, we can display that as well. Optional auto-renew feature is available, so you can keep running your Online ad until you turn off the auto-renew feature or cancel the ad. You can set your own budget, and adjust your budget or selected yarns at any time.

- $0.25/unique click* for logo ads
- $0.15/unique click* for text links
- Size: 88 pixels wide x 31 pixels high
  (or 176 pixels wide x 62 pixels high for 2X images optimized for high-density screens)
- Text Link: no image needed. 20 characters maximum shown in link.
- Online Logo and Text Link ads are unlimited and do not sell out.

* Unique clicks = advertisers are billed no more than 1 click per viewer per yarn each month. Multiple clicks on the same yarn from the same user in an ad period do not incur higher charges.

Benefits: your logo will appear throughout Ravelry on the yarns you select, offers great exposure, link directly to your website, set your own budget, price check available, auto-renew available.

Ravelry's Ad Spots, continued

Buy This Yarn! (continued)

Local Yarn Shop Logo and Text Links

Shown to local users within a 60-mile radius of your shop, with options to advertise with your shop's logo or 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.

LYS ads are an affordable way to promote sales of all the yarns your brick-and-mortar carries - you can list an unlimited number of yarns for one flat rate. LYS ads link directly to your store's directory page on Ravelry, where a full yarn list from your active LYS ad will appear on an "inventory" tab on this shop page. You may edit your yarn list at any time.

- $10.00/month for logo ads*
- $5.00/month for text links*
- Size: 88 pixels wide x 31 pixels high
  (or 176 pixels wide x 62 pixels high for 2X images optimized for high-density screens)
- Text Link: no image needed. 20 characters maximum shown in link.
- LYS Logo and Text Link ads are unlimited and do not sell out.

*unlimited yarns

Benefits: inexpensive flat rate, auto-renew available, your logo will appear to local users throughout Ravelry on the yarns you select, offers great exposure, link directly to your shop's page in the Ravelry directory, set your own budget.
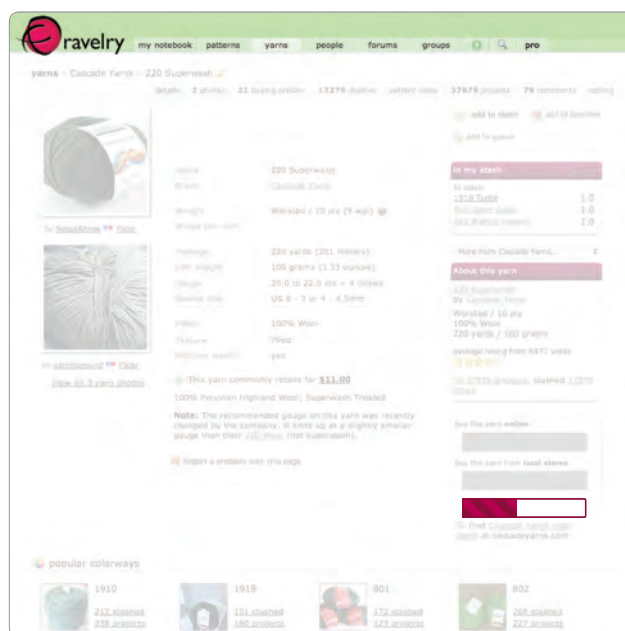
Ready to get started?

Creating your Ravelry Pro account, reserving your ad, and getting it on Ravelry is simple!

1. Create your Ravelry Pro account - it's fast and easy!

   www.ravelry.com/advertisers/setup

   Designers and yarn shops connected to your shop's page in the Ravelry directory, you may have a Ravelry Pro account already: if you have a Pro tab among the rest of your Ravelry tabs when you're on Ravelry, you can skip to step 2!

2. In your Pro account, click on advertising, and then click the *reserve ad space* button to reserve the spot you want. Group ads and Buy This Yarn ads can be booked at any time, while the other ad spots are limited and can be reserved on the ad opening days listed in the Ad Calendar. If you need more guidance, we have an reservation guide to walk you through the simple process:

   www.ravelry.com/advertisers/reserve

3. Fill in your ad's information, upload your ad image(s), and for group and "buy this yarn" ads, select the groups and yarns for your ad. Once everything is filled in, you'll be able to submit your ad for approval. Your ad will be reviewed within one week of submission; you'll receive an email with the approval notice or any revision request, if changes are needed.

That's it - welcome to Ravelry advertising!

Ravelry Ad Guidelines

Ravelry's advertising guidelines help our advertisers create effective ads that will interest our members - your customers. Each ad is reviewed before being approved to go live on the site, and if revisions are needed for any reason, we will make suggestions on how to improve it and work with you to point to resources that will help your ads succeed.

General Ad Guidelines

The General Guidelines apply to add the ad spots; additional spot-specific guidelines can be found on the next page.

- Ads must be submitted in either .png or .jpg format.
- Animated ads are not allowed.
- Transparent backgrounds are not allowed.
- No borders: a 1 pixel border will be automatically added.
- Content must occupy the entire space of the ad.
- All text must be easy to read, with edges that are crisp and smooth and a legible font size.
- Ads should be in keeping with the clean look of the Ravelry website.

- Ads must contain your company logo or some text (for example, the company name, a tagline, the product name); photo-only ads are not permitted.
- All ad images allow a maximum 50K file size for standard sized images, and 100K file size for retina display sized images. .
- We reserve the right to refuse advertisements for any reason.
- For all spots except the Marketplace, only one ad is shown at a time, as Ravelry automatically rotates between all advertisers who have reserved the same ad spot.

"An ad platform that puts my business in front of millions of knitters for just pennies a day? Sign me up!"

- Anne Hanson, Knitspot

"Ravelry has helped us grow our pattern business with features that are non-threatening, easy to use, and best of all, give direct access to knitters; for small businesses in our industry, Ravelry's services are indispensable!"

- Jared Flood, Brooklyn Tweed

Ravelry Ad Guidelines, continued

Spot-specific Guidelines

Marketplace Ad Guidelines:

• Marketplace ads must contain the company name or logo.
• Marketplace advertisers choose categories for their ad on the display settings tab in the Ravelry Pro account advertising area.

Group Ad Guidelines:

• Advertisers may not place ads in competitors' groups.

Featured Knitting & Crochet Pattern Ad Guidelines:

• Only individual patterns for individual items may be featured: no sets, collections, bundles, ebooks, or other pattern sources.
• Must link to the individual pattern's page in the Ravelry database, not an outside website, other page on Ravelry, or a pattern page for a set or collection.
• Must contain the name of the pattern in the ad; the only other text permitted is the designer name, publication title, or company logo.
• Only one image may be submitted, and this image must run for the entire duration of the ad.
• Patterns may only be advertised in this exclusive spot once.
• Patterns must be available for regular purchase during the Featured Ad period. No preorders, including those for KALs that do not begin before the start of the Featured Ad period.

Featured Source Ad Guidelines:

• Only pattern sources (such as books, magazines, e-books) may be featured: individual patterns or other products or services are not permitted.
• Must link to the source's page in the Ravelry database, not an outside website, individual pattern page, or any other page on Ravelry.
• Must contain the name of the source/publication in the ad; the only other text permitted is the author name, publisher name, or company logo.

• If book or magazine covers are shown, please note that all the text shown in the ad image must be clearly legible (and meet our other text content guidelines above).
• Only one image may be submitted, and this image must run for the entire duration of the ad.
• Sources may only be advertised in this exclusive spot once.

Featured Yarn Ad Guidelines:

• Only individual yarns may be featured: no colorways or yarn brands.
• Must link to the individual yarn's page in the Ravelry database, not an outside website or other page on Ravelry.
• Must contain the name of the yarn in the ad; the only other text permitted is the company name or logo.
• Only one image may be submitted, and this image must run for the entire duration of the ad.
• Yarns may only be advertised in this exclusive spot once every 6 months.

Featured Product Ad Guidelines:

• This spot is for spinning fibers, notions, and tools related to knitting, crochet, spinning, weaving, and dyeing only; patterns, yarns, yarn brands, and pattern sources may not be featured in this spot.
• Must feature individual products only: no colorways/brands.
• Must link to the individual product's page or specific product category page for the individual product on the company's website, not a home page, or other page.
• Must contain the name of the product in the ad; the only other text permitted is the company name or logo.
• Only one image may be submitted, and this image must run for the entire duration of the ad.
• Products may only be advertised in this exclusive spot once.

Online and LYS Logo Ad Guidelines:

• Ad images must contain only the store's name or legible logo, as space is very limited in these spots.

FAQs

Do you have help resources on the site?

Absolutely! On the regular Ravelry site as well as in your Pro account, we have Help tabs that give you easy access to our online resources for advertisers. We even have a Quick Start Guide for advertisers, with detailed advertising information, including some step-by-step tutorials that will help you get started.

We also invite you to join our Ravelry Advertisers group, which is a great place to ask questions and receive quick and friendly support from Ravelry staff and other advertisers! www.ravelry.com/groups/ravelry-advertisers

Additionally, we have a monthly newsletter, the Ravelry Proclaimer, in which we share site updates as well as tips and tricks to help you use Ravelry more effectively for your business. Sign up here.

You can also follow @RavelryPro on twitter.

How do I pay?

Ravelry ads are invoiced on the first business day of the month following the one in which the ad ran; invoices are available in your Pro account on that day. You will receive an emailed invoice notice to the email address listed in the Profile section of your Ravelry Pro account. All invoices are paid through your account using either PayPal or a credit card. At this time we are unable to accept payment by any other means (including checks), and we do not offer advance payment or the purchase of multiple months of ads at once.

When do the ad spots open?

You can find the calendar with our ad spot opening dates and submission deadlines in the Ravelry Ad Calendar. www.ravelry.com/wiki/pages/AdCalendar

Ad spots open automatically at 1:00 pm Eastern time; the next upcoming opening dates and a reminder of the opening time are noted at the top of the ad reservation screen.

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 renew your selected ad for you on the first day of the month. Your images and all other ad information will be copied over to your new ad at that time, and you don't need to worry about reserving or submitting your ad again. 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 made to your active ad will be reflected in the pending ad when it begins running the following month.

"Ravelry ads are easy to set up and maintain. I love that I can make changes and updates when ever I need."
- Craig Rosenfeld, Loop

"We've used Ravelry ads to find new customers as well as to find new products and yarn lines for the shop. A win-win for everyone!"
- Sheri Berger, The Loopy Ewe

FAQs, continued

What do clicks and impressions mean?

- Impressions: the number of times your ad was displayed
- Billed impressions: (group ads only) the number of impressions for which you actually pay (we don't charge more when the same person sees the same image from the same ad on the same day).
- Clicks: the number of times your ad was clicked
- Click through rate: The percentage of people who see your ad who click (clicks divided by impressions). This number can help you judge how the performance of your images/groups/ads compare to each other.

Can you help me create my images?

Unfortunately, we are unable to provide image creation services at this time, but we do have some resources to help!

Many of our advertisers have found Pixlr.com, a free, online photo editor, simple to use: http://pixlr.com

If you need more image creation help, have something more detailed in mind, or would simply like to work with a designer you've found on Ravelry, you might want to check out the Design Donors group, whose talented members have helped many of our advertisers create great ads: www.ravelry.com/groups/design-donors

Advertising in Ravelry more than pays for itself each month and supports a great community; additionally, Ravelry members are truly the best and most loyal customers!

- Brenda Lavell,
Phydeaux Designs

What are 2X ad images?

We now allow ad images optimized for Retina computers, tablets, and phones! 25% of all Ravelry traffic comes from tablets and in addition, many computers have high-pixel density displays now. Your 2X ads will really pop on these devices.

All you need to do is to create your ad image with the 2X dimensions listed with the ad spot you are running. For example, standard size Forums and Group Banner ads measure 728X90 pixels; to try the new Retina image feature, you'll want to create and upload a banner that measures 1456X180 pixels. We will automatically display your image at the correct size on the screen.

When you've successfully uploaded an image that is exactly 2X the standard pixel dimensions, you'll see a little 2X above your image. If your larger image isn't exactly 2X the file size, you will see an error note and your new image won't be enabled.

Can I change my budget, images, groups, or yarns after my ad is running?

Yes, absolutely! In addition, you can monitor the performance of any images and also groups in Group Banner ads, so if you find that an image or group isn't performing well (lots of impressions but very few clicks) you can take it away to help your budget go further.

What is the average budget for Group banner ads and Online Logo/Text ads?

The average spend for Group banner ads is $20/month. For Online Logo ads, it is $75/month, and for Online Text ads,
it is $10/month.

How long will it take for my ad to be approved?

Ad approvals or revision requests can take up to one week from their submission date. Mary Heather reviews every Ravelry ad and will give specific details about any revisions needed, if applicable.

FAQs, continued

There are so many choices! Where do I start?

We suggest LYS owners start with the LYS Logo ads, which are a simple, inexpensive way to let users in your area know which yarns you carry and give your logo exposure to your local Ravelers.

The Group banner ads are the best starting point for all other businesses (LYS owners love them too!). Group banners allow you to set your own budget, reserve and submit your ad at any time, target potential customers in a variety of ways (including local users), and the optional auto-renew features means you can set it and forget it!

I've read all the information but I still have questions!

Please write Mary Heather Browne at advertising@ravelry.com with a link to your Ravelry Pro account and any questions you may have - she's here to help!

2018 Ravelry Ad Calendar

JANUARY						
	1	2 Feb 1 Ad Opening	3	4	5	6
7	8	9 January 16 Submission Deadline	10	11	12	13
14	15	16 December Ad Invoice Deadline February 16 Ad Opening	17	18	19	20
21	22	23	24	25 February 1 Submission Deadline	26	27
28	29	30	31			

FEBRUARY						
				1 March 1 Ad Opening	2	3
4	5	6	7	8	9	10
11	12 February 16 Submission Deadline	13	14	15	16 January Ad Invoice Deadline March 16 Ad Opening	17
18	19	20	21	22 March 1 Submission Deadline	23	24
25	26	27	28			

2018 Ravelry Ad Calendar, continued

24			MARCH			
			1 April 1 Ad Opening	2	3	
4	5	6	7	8	9	10
11	12 March 16 Submission Deadline	13	14	15	16 April 16 Ad Opening February Ad Invoice Deadline	17
18	19	20	21	22	23	24
25	26 April 1 Submission Deadline	27	28	29	30	31

APRIL						
1	2 May 1 Ad Opening	3	4	5	6	7
8	9	10	11 April 16 Submission Deadline	12	13	14
15	16	17 March Ad Invoice Deadline May 16 Ad Opening	18	19	20	21
22	23	24	25 May 1 Submission Deadline	26	27	28
29	30					

2018 Ravelry Ad Calendar, continued

MAY						
		1 June 1 Ad Opening	2	3	4	5
6	7	8	9	10 May 16 Submission Deadline	11	12
13	14	15	16 April Ad Invoice Deadline June 16 Ad Opening	17	18	19
20	21	22	23	24 June 1 Submission Deadline	25	26
27	28	29	30	31		

JUNE						
					1 July 1 Ad Opening	2
3	4	5	6	7	8	9
10	11	12 June 16 Submission Deadline	13	14	15	16 May Ad Invoice Deadline
17	18 July 16 Ad Opening	19	20	21	22	23
24	25 July 1 Submission Deadline	26	27	28	29	30

2018 Ravelry Ad Calendar, continued

JULY						
1	2 August 1 Ad Opening	3	4	5	6	7
8	9	10	11 July 16 Submission Deadline	12	13	14
15	16 June Ad Invoice Deadline August 16 Ad Opening	17	18	19	20	21
22	23	24	25	26 August 1 Submission Deadline	27	28
29	30	31				

AUGUST						
			1 September 1 Ad Opening	2	3	4
5	6	7	8	9 August 16 Submission Deadline	10	11
12	13	14	15	16 September 16 Ad Opening July Ad Invoice Deadline	17	18
19	20	21	22	23	24	25
26	27 September 1 Submission Deadline	28	29	30	31	

2018 Ravelry Ad Calendar, continued

SEPTEMBER						
						1
2	3	4 October 1 Ad Opening	5	6	7	8
9	10	11	12 September 16 Submission Deadline	13	14	15
16 August Ad Invoice Deadline	17 October 16 Ad Opening	18	19	20	21	22
23	24 October 1 Submission Deadline	25	26	27	28	29
30						

OCTOBER						
	1 November 1 Ad Opening	2	3	4	5	6
7	8	9	10 October 16 Submission Deadline	11	12	13
14	15	16 November 16 Ad Opening September Ad Invoice Deadline	17	18	19	20
21	22	23	24	25 November 1 Submission Deadline	26	27
28	29	30	31			

2018 Ravelry Ad Calendar, continued

NOVEMBER						
				1 December 1 Ad Opening	2	3
4	5	6	7	8 November 16 Submission Deadline	9	10
11	12	13	14	15	16 December 16 Ad Opening October Ad Invoice Deadline	17
18	19	20	21	22	23	24
25	26 December 1 Submission Deadline	27	28	29	30	

DECEMBER						
						1
2	3 January 1, 2019 Ad Opening	4	5	6	7	8
9	10	11	12 December 16 Submission Deadline	13	14	15
16 November Ad Invoice Deadline	17 January 16, 2019 Ad Opening	18	19	20 January 1, 2019 Submission Deadline	21	22
23	24	25	26	27	28	29
30	31					