



Lillyella
UNIQUELY YOU

Thank you for your interest in advertising with Lillyella!

The Lillyella blog currently receives an average of 13,000 visits and 20,000 page views per month with 40% of the daily traffic consisting of new visitors. Over 2000 people currently follow the blog or subscribe through feed readers.

regular columns

- COUTURE DE JOUR** Runs daily featuring an outfit of items found through handmade marketplaces and other sites.
- SPOTLIGHT** Runs weekly and highlights an Etsy artist with an interview and product giveaway.
- IN THE KITCHEN** Runs weekly and features a recipe with how-to photos and printable recipe cards.
- CRAFTING** Runs every other week and features a how-to or DIY craft project with step-by-step photos and instruction.
- ETSY PETS** Runs every other week and highlights an Etsy seller and their pets.
- IN WITH THE OLD** Runs every other week and features vintage Etsy fashion or home decor finds.
- PEACH PICKS** Runs monthly featuring Etsy items chosen by Amy of The Peach Tree.
- AROMATIC JOURNEYS** Runs monthly featuring a DIY bath and body product project by Roxana of Illuminated Perfume.
- SLOW FOOD IN A MODERN KITCHEN** Runs monthly with a focus on healthy, homemade food by Shawna of Pinkkiss Pottery.
- ON TOP OF YOUR DAY JOB** Runs monthly interviewing an Etsy seller who balances a full time job along with their shop.
- FURNITURE PICKS WITH DANIELLEXO** Runs monthly featuring furniture picks from Danielle Mavael (Daniellexo).
- STYLE SWAP** Runs twice a month, highlighting the versatility of a fashion or home decor item. Also on the papernstitch blog.

ad details & rates for 2010

Static (non-animated) and animated ads are accepted. Ad files must be provided in JPG, GIF or PNG format, must be sized properly and can not have a border around the ad. Ad art can be changed once a week. Ad cycles begin on the 1st and 15th each month. Standard placement ads rotate once daily so everyone has at least one day in the top standard spot.

featured placement

Top two ad spots, above the fold

Top Ad Spot	Ad Size: 150 x 150 px
<i>Next Opening - Aug.</i>	One Month: \$32
Second Ad Spot	Ad Size: 150 x 150 px
<i>Next Opening - Aug.</i>	One Month: \$27

standard placement

15 spots each month, runs below the top two featured ads

Ad Size: 150 x 150 px	Ad Size: 150 x 225 px
Two weeks: \$14	Two weeks: \$17
One month: \$20	One month: \$25
3 Mos (Save 20%): \$48	3 Mos (Save 20%): \$60

To reserve ad space, or if you have any questions, please contact advertising@lillyella.com. Thank you!

Lillyella retains the right to refuse any advertisers that are deemed unsuitable.