

Entrepreneurial Business Profile Listings & Ad Rates 2016

for select businesses chosen for guide inclusion

Available in two cover colors: hottest pink and deepest blue.
Printed in a handy portable size: 4" by 8".



ZTrend
Shop New York's Boutiques & Artisans 2016
Featuring the 'fine and unique' microentrepreneurial businesses of New York City

Brooklyn | Manhattan | Queens

ZTrend
new york
Boutiques & Artisans

Last updated: 6/17/2015

ZTrend

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Featuring the 'fine and unique' microentrepreneurial businesses of New York City

Brooklyn | Manhattan | Queens

ZTrend's first annual publication informs visitors and New Yorkers alike about the many special businesses that define New York City as a significant global shopping destination.

Shop the Best & Skip the Rest!

ZTrend is a guide of invitation-only listings at the sole discretion of ZTrend, featuring the fine and unique entrepreneurial and microentrepreneurial businesses of New York City.*

Each listing is hand-selected and chosen only after fulfilling ZTrend's strict determining criteria: ambiance, originality, design, quality, workmanship, and excellent customer service. This means that every business and artist listed on our guide is an excellent choice.

Look What's Inside

Readers will discover charming boutiques featuring indie designer labels, custom jewelry, locally produced one-of-a-kind items, artisan markets, sample sales, vintage and antique items, local galleries, and quaint cafes offering delicious foods. ZTrend's guide is a convenient 4" by 8" size, making it convenient to carry and is available in two cover colors: Hottest Pink and Deepest Blue.

Our Guide Includes

- Area maps and a magnifying card for easy reading.
- One year of complimentary online updates for new listings and up-to-date changes.

ZTrend's guide is composed of more than 300 pages in easy to read format, with over 1,000 listings of entrepreneurial businesses and artists divided into more than 30 categories and subcategories. Categories include 'Pop-up Retail' to accommodate New York City's niche marketplace trend, where readers are encouraged to get on the shop's e-mail list and be notified about their next 'Pop-up' retail location.

Apparel
Bars & Lounges
Books
Cigar & Tobacco
Crafts & Hobbies
Festivals & Markets
Floristry
Food & Drink
Footwear
Galleries
Games & Toys
Gift Shops
Gourmet & Specialty Food Shops

Handbags
Herbs & Botanicals
Independent Department Stores
Intimate Apparel
Jewelry
Little Ones
Milliners & Hatters
Museum & Gardens
Musical Instruments & Gear
Paintings
Pampered Pets
Performances & Entertainment
Pop-Up Retail

Sample Sales
Special Occasion
Specialty Services
Sporting Goods
Stationery
Sweets & Desserts
Swimwear
Tourism & Travel
Urban Habitat
Vintage & Antique
Wellbeing & Beauty
Wines & Spirits

The First Guide Of Its Kind

ZTrend's guide brings business and shoppers together, making it easier for shoppers to locate the outstanding microentrepreneurial businesses sprinkled throughout the city that are so hard to find.

Since 2010 ZTrend has been offering guided shopping experiences. Face-to-face with visitors and New Yorkers, we know first-hand that people want to know where to shop, eat, and do things that are unique to New York.

No other New York City guide on the bookstore shelves captures the essence of fine local business off the beaten path, like ZTrend's guide. New York has always been a city of change and over the past several years we have witnessed the greatest change of all, with the increasing number of chain stores making their presence.

According to "NYC & Company", the official City of New York marketing, tourism and partnership organization, in 2015 it has projected 55 million visitors, generating over 70 billion in revenue.**

With more visitors traveling into New York City each year, it has become increasingly more challenging for them to locate the distinct and unique artist-run businesses that are in high demand today.

ZTrend offers its expertise, highlighting the local microenterprises that make New York a memorable experience.

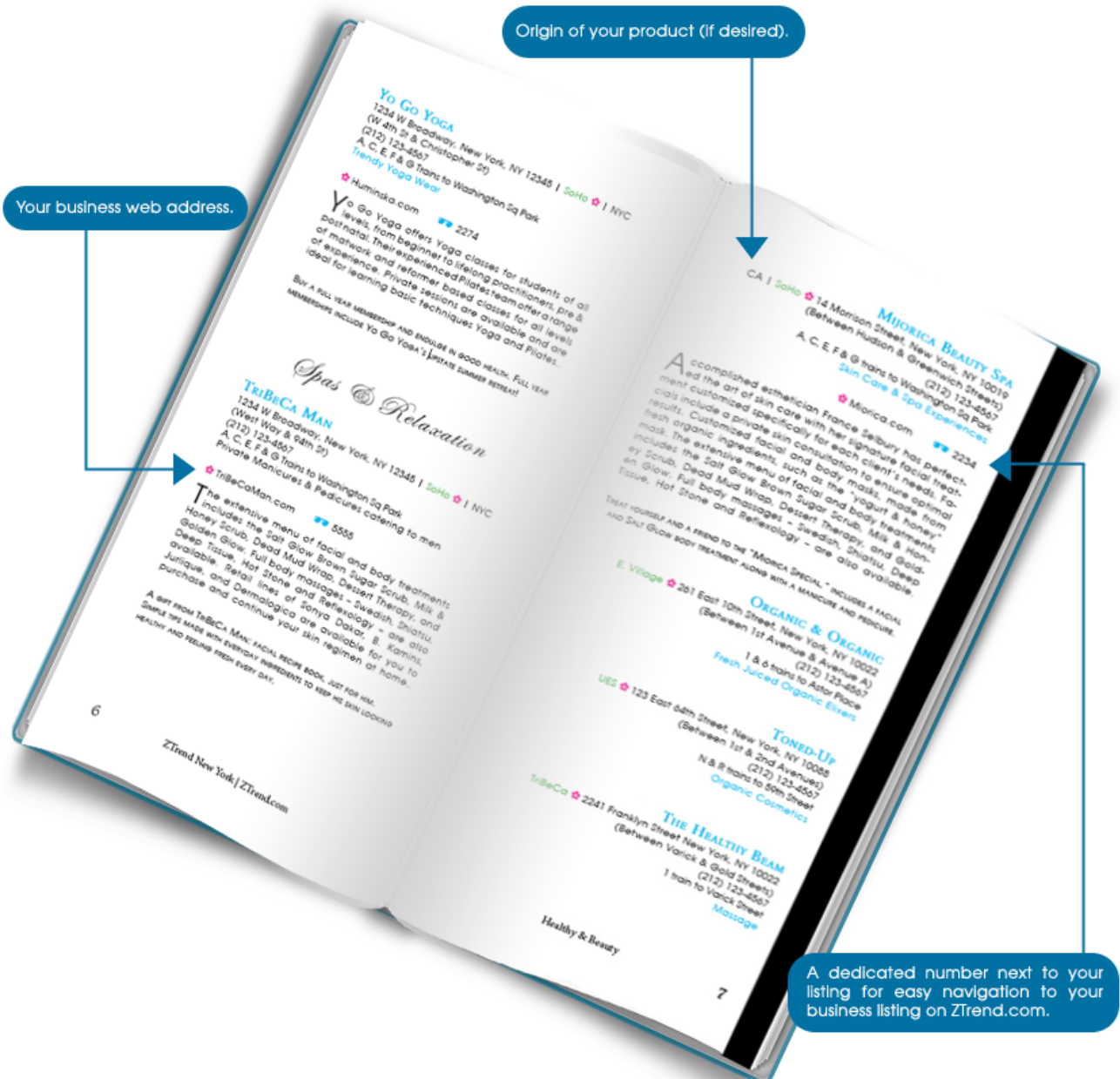


ZTrend New York, P.O. Box 20044, Greeley Square Station, New York, NY 10001-9998

* Only Entrepreneurial and Microentrepreneurial businesses as defined by ZTrend are eligible for consideration into ZTrend's guide. Here ZTrend defines the following: Entrepreneurial business is a business with not more than 300 employees; a Microentrepreneurial business (may also be referred to as a Microenterprise) is a business with five or fewer employees. Many Microentrepreneurial businesses have no employees other than the self-employed owners.

** <http://www.nycandcompany.org/press/new-york-city-sets-new-goal-to-generate-70-billion-in-tourism-annual-econom>

Profile Listing Rates & Complimentary Basic Listing



- Businesses will be listed in alphabetical order, under the most appropriate category for the business at the sole discretion of ZTrend.
- Profile Listings will appear alphabetically before Basic Listings.
- All inclusions are by invitation only at the sole discretion of ZTrend.

Profile Listing Fee: \$100

Profile Business Listings Include:

- One phone number per location.
- One primary category listing.
- Additional cross category listings may be included at the sole discretion of ZTrend.
- One website address.
- The origin of your product (if desired).
- One paragraph under one primary category listing (3 to 5 sentences) describing your business.
- Up to 7 business address locations.
- A dedicated number next to your business listing for easy navigation to your business listing on ZTrend.com.

- Receive 8 complimentary printed guide books (\$14.95 retail, available in hottest pink or deepest blue). Businesses may suggest their book cover color preference without any guarantee by ZTrend or its distributor.
- Ongoing 20% discount on wholesale pricing when reordering guides (*pertaining to the same year included in the publication*).

Online Bonus for Profile Listings

- A categorized business listing on ZTrend's website www.ZTrend.com with business address, phone number, up to 16 color photos (taken by ZTrend) and your social media links.
- Unlimited self managed online event listings and photos for your business published on ZTrend's website: i.e. store sales; store events; market participation; pop-up locations.

Profile Content & Placement

ZTrend will reject content we interpret to be offensive, harmful, tasteless or inappropriate and reserves the right to reject any profile before publication.

Businesses are welcome to suggest the category they would like to be placed under, and submit their own business profile. ZTrend reserves the right for final category placement for your business and final edits on all published profiles.

How to Submit a Profile

Simply e-mail ZTrend at **Book@ZTrend.com** and you will be contacted to complete your order and arrange payment.

PLEASE INCLUDE:

- Contact person
- Business name
- Phone number
- Best time to be reached

Retail Display Ads for an upcoming guide must be paid in full by the advertising deadline, December 1, 2015.

ZTrend Accepts payments on VISA, MasterCard, American Express cards, certified check or money order, as well as PayPal. It is not necessary to have a PayPal account to pay with your credit card when using PayPal.

An additional 5% fee will be applied when paying with a credit card or PayPal.

Basic Listing Fee: Complimentary

Basic Listings Include:

- Your address.
- Your phone number.
- One primary category listing.
- 'Online Only' businesses are businesses without a permanent storefront (i.e. those who sell online only or may participate pop-ups, markets, and trade fairs). 'Online Only' businesses do not qualify for complimentary Basic Listings, but may be included in our guide with a Profile Listing.

Basic Listings are complimentary and do not include a business description, web address, or business inclusion online at ZTrend.com with a dedicated number in the guide for easy navigation to your business listing on ZTrend.com.

Profile Content & Placement

ZTrend will reject content we interpret to be offensive, harmful, tasteless or inappropriate and reserves the right to reject any profile before publication.

Businesses are welcome to suggest the category they would like to be placed under, and submit their own business profile. ZTrend reserves the right for final category placement for your business and final edits on all published profiles.



Rates effective April 1, 2015. ZTrend reserves the right to alter our publication schedule, rates and policies without notice. Release Date: April 1, 2016

Profile Listing Rates & Complimentary Basic Listing

Ad Rates, Sizes & Specifications

Loyalty Discounts

It's our way of saying thank you for your support of ZTrend, and supporting you in return.

Businesses participating in 'Profile Content' receive 50% discount off the **Display Ad Rates** (available in full or half page sizes).

Sponsored Placement Ads Receive

- 25 complimentary copies of ZTrend's printed guide book. A \$14.95 retail value, available in hottest pink or deepest blue.
- Sponsors may suggest their book cover color preference without any guarantee by ZTrend or its distributor.
- Sponsorship acknowledgment on ZTrend's sponsorship webpage.

Display Ads

- No “Special” Placement for **Display Ads**. **Display Ads** will be positioned in the book at the sole discretion of ZTrend.
- Display Ads are available in full and half page sizes.
- Only 15 pages will be dedicated to **Entrepreneurial Display Ad** space.
- Businesses participating in ‘**Profile Content**’ receive **50% loyalty discount** off the Display Ad Rates (available in full or half page sizes).



FULL PAGE
Image (Live Area): 3” x 7”
Trim: 4” x 8”
Bleed: 4 1/4” x 8 1/4”
Price: \$800 - with profile \$400



HALF PAGE
Image (Live Area): 3 x 3/8”
Trim: 4” x 4”
Bleed: NA
Price: \$500 - with profile \$250

Sponsored Placement Ads

- Sponsored Placement Ads get ‘special placement’ under one category within the guide.
ZTrend reserves the right to position the ad anywhere under the category requested by the advertiser. No exact page placement will be honored with the exception of back page, inside front cover, and inside back cover.
- All Sponsored Placement Ads are full page only.
- Ad space includes: Back Page, Inside Front Cover, Inside Back Cover, and Special Proximity Placement.
- Sponsored Placement Ads are sold first-come, first-served.
- Only 15 pages will be dedicated to Sponsored Placement Ad space.



FULL PAGE
Image (Live Area): 3” x 7”
Trim: 4” x 8”
Bleed: 4 1/4” x 8 1/4”
Price: \$2,000

Sponsored Placement Ads Receive

- 25 complimentary copies of ZTrend's printed guide book. A \$14.95 retail value, available in hottest pink or deepest blue.
- Sponsors may suggest their book cover color preference without any guarantee by ZTrend or its distributor.
- Sponsorship acknowledgment on ZTrend's sponsorship webpage.

Ad Content

ZTrend will reject ads we feel are offensive, harmful, tasteless or inappropriate. ZTrend reserves the right to reject any ad before publication. ZTrend reserves the right to choose the page your ad will appear on.

Artwork Specifications

INSTRUCTIONS FOR SUBMITTING DISPLAY ADS

All display ads must be submitted in electronic format uploaded directly to our DropBox.

Optimum resolution is 600 dpi at 100% size.

ACROBAT FILES: We accept 'Press Quality' PDF files. Microsoft Publisher files and Corel Draw files are not compatible with our system. To properly create a PDF file, use the 'Press Quality' settings in Adobe Acrobat. When preparing your Press Quality Acrobat files, please change the offset for crop marks to .125 inches (the default is .0833). This will keep the crop marks from interfering with the trim.

EMBEDDED FILES: Please make sure to include all embedded files (TIFF, EPS).

PHOTO FILES: Picture files must be submitted at 600 dpi as Tiffs (no JPEG or GIF). Color/BW photos must be in CMYK (not RGB). The size of the photo in the file should be the same size as it will appear in print. All elements must be contained inside the ad area.

FONTS: Please convert all fonts to outline. If your ad contains a copyright date, please use the year that coincides with the year of the publication.

CHANGES: If you wish to make a change to your ad the fee is \$50.

QUESTIONS & INFORMATION: If you have questions, or require assistance in preparing your ad please contact us at book@ZTrend.com.

How To Book Your Ad

Simply e-mail ZTrend at **Book@ZTrend.com** and you will be contacted to complete your order and arrange payment.

PLEASE INCLUDE:

- Your contact name.
- Your phone number.
- A good time you can be reached.

Retail Display Ads for an upcoming guide must be paid in full by the advertising deadline, December 1, 2015.

Ad fees are nonrefundable.

ZTrend Accepts payments on VISA, MasterCard, American Express cards, certified check or money order, as well as PayPal." It is not necessary to have a PayPal account to pay with your credit card when using PayPal.

An additional 5% fee will be applied when paying with a credit card or PayPal. Sponsored Placement Ads must be paid in advance.

Design Services

ZTrend would be pleased to create an ad for you, tweak existing artwork to fit your chosen ad space, or give your ad a new, fresh look!

The fee to create an ad is \$150.

We require all text, images and logos 2 weeks prior to the advertising deadline, December 1, 2015.

Minor changes to your ad's artwork after you have given your final approval are \$50.

Please e-mail **Book@ZTrend.com** for a quotation and further details.

Deadlines

All Ads, Artwork and logos must be received 2 weeks prior to the advertising deadline, December 1, 2015.

Finished Ads must be received no later than December 1, 2015.



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Display Ads, Sponsored Placement Ads: Rates, Sizes & Specifications

Wholesale Pricing & Ordering

20% Discount

- Pre-orders placed prior to the books release date will receive a 20% discount off wholesale pricing.
- Entrepreneurial businesses participating in 'Profile' content or placing a 'Sponsored Placement Ad' receive an ongoing 20% discount on wholesale pricing when reordering.

(applies to the same year included in the publication)

Pricing

Wholesale: \$7.50

Pre-order: \$6

Retail: \$14.95

- 10 book minimum on wholesale orders placed through ZTrend.
- Bookstores must place wholesale orders through Atlas Books Distribution, Ingram Content Group, and Baker & Taylor.

Bookstores

ORDER INFORMATION

Atlas Books Distribution
Order Taking: (800) 247-6553
orders@bookmasters.com

www.AtlasBooksDistribution.com

30 Amberwood Parkway
P.O. Box 388
Ashland, Ohio 44805
Fax: (419) 281-6883

Retail Stores

CONTACT INFORMATION

ZTrend New York
S. Lenora
book@ztrend.com

www.ztrend.com

P.O. Box 2044
Greeley Square Station
New York, NY 10001-9998

Distribution

10,000 to 30,000 printed guides will be made available. Distributed by Atlas Books, an American company, having long-standing relationships with more than 64 retailers, eBook distributors (Amazon®, Apple®, and Barnes & Noble®). Their reach includes online sellers and wholesalers such as Ingram Content Group, the largest book wholesale distributor in the world, as well as Baker & Taylor with over 44,000 customers in more than 120 countries, shipping over 1 million products annually.

In addition to larger 'big box' trade outlets and retail stores, Atlas Books has a specialized sales department to promote ZTrend's guide to non-traditional book distribution channels, including museums, libraries, and airport bookstores.

Copies of our guide will be made available to major New York City hotel concierge and their guests.



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Contract/Copy Regulations

Placement of advertising in ZTrend or any other product of ZTrend (hereafter, Publisher) shall be subject to the following conditions:

A. Brokered space is not allowed.

B. Placement of an order for an advertisement or profile insertion constitutes a specific representation by the person(s) ordering or authorizing advertisement or insertion that Advertiser is not insolvent and that such advertisement or profile insertion will be paid for in full. In the event of an error in an advertisement or profile on the part of the Publisher, the liability of the Publisher will be limited to partial or complete correction or, at the discretion of the Publisher, a refund of the cost of the advertisement or profile. The Advertiser shall check the first appearance of the advertisement(s) and/or profile(s) for corrections and the Publisher will be liable for only one incorrect insertion. In no event shall the Publisher be liable for any consequential damages in excess of the cost of the advertisement or profile.

Reasonable efforts are taken to ensure the accuracy and integrity of all information printed. ZTrend will not be held responsible for misprints, errors, out-of-date information, or information deemed inaccurate by a business or person(s). Businesses with Profiles may request a text document for review prior to publishing. ZTrend is not responsible for furnishing a copy prior to publishing without a written request.

C. The Publisher reserves the right to omit all late copy when not obtained by published deadlines.

D. The Advertiser will indemnify and hold harmless the Publisher for any claims, damages, or liability resulting from publication of any advertising copy submitted by the Advertiser, including legal costs and reasonable attorney fees. Without limiting the generality of the foregoing, the Advertiser represents and warrants that any copy submitted is truthful and in compliance with all applicable laws and regulations.

E. Advertiser hereby agrees to indemnify Publisher for all expense it may incur to enforce collection of any amount due under this agreement and the Advertiser agrees to pay reasonable attorney's fees and court costs incurred in such publication.

F. If, because of flood, fire, riots, strikes, shortages of material, orders of government, failure of transportation, acts of God or other causes beyond either party's control, and as a result thereof, either party thereto is prevented from performing hereunder, then during such period when such party is prevented from performing, due to the cause or causes set forth above, such party shall be excused from performing hereunder.

G. The Publisher reserves the right to revise rates, terms, and specifications contained in current rate card(s). No oral modifications of these conditions will be recognized, and any alterations must be in writing.

H. The Publisher reserves the right to revise any and all aspects of the guide that includes and is not limited to the overall appearance, cover and layout of the guide, as well as its categories and subcategories.

I. Publisher assumes no liability for omission of advertising.

J. Orders submitted by agencies and advertisers which contain incorrect rates or conditions will be inserted and charged at the regular schedule of rates in force. Thus, failure to submit an order which corresponds in price to the rate card will be regarded only as a clerical error and advertising will be inserted without further notification.

K. All Sponsored Placement Ads receive 'special placement' under one category within the guide. ZTrend reserves the right to position the ad anywhere in the Publication, under the category requested by the advertiser. No exact page placement will be honored with the exception of back page, inside front cover, and inside back cover. ZTrend will not be held liable for accidental placement. All Placement ads are to be paid in advance.

L. ZTrend reserves the right for final category placement for business profile listing and final edits on all profiles

M. An additional 5% fee will be applied when paying with a credit card or PayPal. ZTrend will charge \$37 for each returned check.

N. ZTrend will not assume responsibility for poor quality artwork or print materials furnished by the advertiser, nor for advertising material given to ZTrend for use in producing advertising.

O. Advertiser assumes responsibility for confirmation of any and all electronic transmissions of advertising insertions. Ad fees are nonrefundable.

P. ZTrend shall have the sole right to cancel this Contract, reject content and refuse to print the ad of Advertiser, if ZTrend determines that the Ad or Profile is in bad taste, offensive, harmful, tasteless or inappropriate; in conflict with programs or services offered by ZTrend; in conflict with the general principles of ZTrend; not in the best interest of ZTrend's members; illegal, or in any way not suitable for publication. If ZTrend cancels this Contract for any of these reasons, ZTrend shall refund the amount paid by Advertiser. ZTrend reserves the right to refuse to publish an Ad or Profile without prior notice to Advertiser.

Q. All rates herein are net and non-commissionable unless otherwise noted.

R. Should any governmental body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates herein.

S. The publisher reserves the right to change advertising rates without notice.

T. ZTrend's guide book is available in two color covers (Hottest Pink and Deepest Blue). ZTrend and its distributor, will do their best to provide a preferred color cover without guarantee. ZTrend and its distributor makes no guarantee to the color cover selection received and will not be held liable to exchange or replace purchased guides. Complimentary and purchased guide books will be distributed in the color cover selected by ZTrend or by its distributor.

U. Only Microentrepreneurial businesses, Minientrepreneurial and Entrepreneurial businesses as defined by ZTrend are eligible for consideration into ZTrend's guide. ZTrend defines the following:

Microentrepreneurial businesses (may also be referred to as a Microenterprise) are businesses with five or fewer employees. Many Microentrepreneurial businesses have no employees other than the self-employed owners; Minientrepreneurial businesses are businesses with not more than 150 employees; Entrepreneurial business is a business with not more than 300 employees.

Microentrepreneurial, Minientrepreneurial and Entrepreneurial businesses may not exceed more than 7 business locations (this does not include wholesale distribution of product to other retailers).

All businesses invited into ZTrend's guide must be a privately held company. The number of employees in total of all the parent company, affiliated companies, subsidiary of a holding company, and its sister companies may not exceed the number for a Entrepreneurial company as described by ZTrend above. ZTrend reserves the right to void any and all contracts with businesses that do not meet our Entrepreneurial requirements.

