



ADVERTISING IMAGE STANDARDS AND GUIDELINES

Thank you for your interest in advertising on Ravelry! Our philosophy for Ravelry ads is pretty simple:

HELPFUL

Advertising should add to the positive experience that our users enjoy on Ravelry. All ads are fiber-related.



USEFUL

Ads should help our users find products they are looking for already, and discover new things they will be glad they found.



BEAUTIFUL

Ads should add to Ravelry's content, without taking away from the site's aesthetic.



ABOUT RAVELRY ADVERTISING

Ravelry ads promote products within the realm of the fiber world. We review every ad that is submitted to ensure that each ad adheres to our goals for ad placements on Ravelry. Our ad system was designed to be different and is constantly improving. We welcome any and all feedback and questions and are happy to help over email and in the forums in the [Advertiser's Caboodle](#) group.

Ravelry's advertising guidelines were created with the goal of helping our advertisers create effective ads that will interest our members - your customers. Each and every ad is reviewed before being approved to go live on the site, and if revisions are needed for any reason, Ravelry will work with you to help point to resources that will help your ads succeed. We reserve the right to refuse advertisements for any reason.

RAVELRY AD SPOTS: SPECIFIC GUIDELINES

While some of the ad placements (for example, the featured pattern and yarn spots) have rules that apply only to those spots, there are some basic rules that apply to all Ravelry ads:

- ads must be submitted in PNG or JPG format (JPG preferred)
- ads may not contain animation
- ads may not contain transparency
- no borders - a 1 pixel border will be added for you
- content must occupy the entire space of the ad placement you've chosen
- font must be easy to read (edges that are crisp and smooth, attractive colors, and a legible size)
- ads should be in keeping with the clean look of the Ravelry website



NOTEBOOK

Size: 140 pixels wide x 200 pixels high

30K file size limit

275 spots available

Advertisers may reserve up to 3 placements each month



BANNER ADS: FORUMS AND GROUP SPONSORSHIP

Size: 728 pixels wide x 90 pixels high

50K file size limit

Forums banners have 110 spots available; advertisers may buy no more than 2 spots

Group sponsorship banners are unlimited and may be booked at any time throughout the month

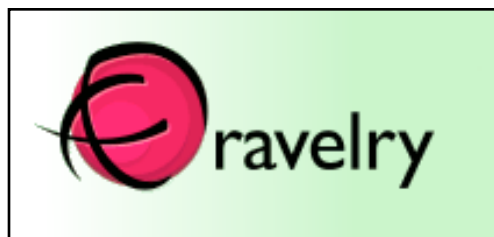
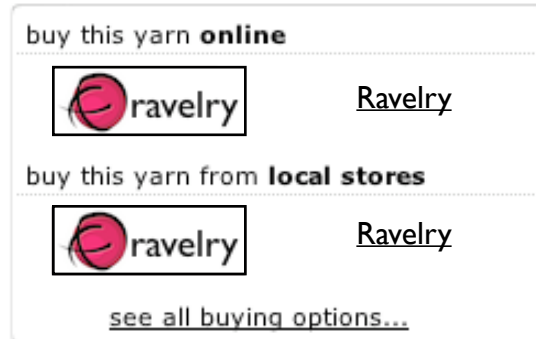
We do not allow advertisers to place ads in competitors' groups

ONLINE AND LYS LOGO

Size: 88 pixels wide x 31 pixels high

15K file size limit

Space is very limited in these spots; ad images must contain only the store's name or legible logo



MARKET LISTING

Size: 210 pixels wide x 100 pixels high

30K file size limit

Ads must contain your company's name or logo

FEATURED PATTERN, FEATURED YARN

Size: 225 pixels wide x 175 pixels high

40K file size limit

11 spots available for featured knitting pattern

3 spots available for featured crochet pattern

7 spots available for featured yarn

Only one image may be submitted for the featured pattern and yarn spots; this image must run for the entire duration of the ad

Featured Pattern and Yarn Ads:

- must mention the name of the pattern or yarn in the ad; the pattern or yarn name and the designer or company name or logo is the only text allowed in these ads



- must link to the pattern or yarn's page on Ravelry - not an outside website or designer, yarnie, or alternate Ravelry page
- patterns and yarns cannot be advertised in this exclusive spot more than once