

Guidelines for Product Submission to *AVN Novelty Business*

1. Send the physical items to: Erica Heathman, AVN 9414 Eton Ave., Chatsworth, CA 91311. Please include each style/color/size to ensure the most thorough editorial coverage possible (i.e. if a particular item/product comes in four colors/flavors, we will be able to serve you better by having all four varieties in hand).
2. If you have a press release that focuses on the product you are submitting, send a hard copy along with the product. Please also provide an MSRP or wholesale price for each submitted item. This is not a requirement, but we find the breadth of information accompanying each piece submitted greatly influences the depth of coverage we are able to provide.
3. Images should be submitted via CD. The artwork must fit within a 1200x1200 pixel square, 300 dpi, CMYK, and should be in the following formats only: .tif, .jpg, .eps, or .psd. **Please no .gifs or bitmaps.** Please also include a copy of your catalog any time you submit a new disc or when the catalog is updated.
4. As a general rule, we operate on a two-month lead; therefore, any product submitted will usually appear in the publication issued two months after the product was received. If you ever have any problems meeting a deadline, please give Erica a call. This is, after all, a FREE service to help your business grow, and we will do whatever we can to accommodate.

The following is a list of upcoming product submission deadlines:

| <u>Issue</u> | <u>Product Due</u> | <u>Publication</u> |
|--------------|--------------------|-----------------------------|
| 2007 | | |
| July | April 25 | <i>AVN Novelty Business</i> |
| August | June 4 | <i>Web Exclusive</i> |
| September | June 25 | <i>AVN Novelty Business</i> |
| October | August 3 | <i>Web Exclusive</i> |
| November | August 23 | <i>AVN Novelty Business</i> |
| December | October 4 | <i>Web Exclusive</i> |

5. *AVN Novelty Business* is a bimonthly publication. Reviews are placed exclusively on the web during our non-publishing months. You are welcome to submit products as often as you would like.