

# 2008 GIFT GUIDE FORM

Forms must be returned no later than **Friday NOVEMBER 7th**—no exceptions—to take advantage of this opportunity! Gift Guide listings are free with the purchase of a 1/2 page or larger, \$65 with any other ad size and \$175 if purchased alone.

**Please fill out all information accurately and completely:**

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

## **Your Photo** (Must be received by Nov. 7)

Do you need a photo taken: Yes  No

If you opt not to have a photo taken, you must provide a high resolution (300 dpi) image. If you cannot provide a high-resolution image, then you must schedule a photo shoot by emailing [giftguide@yellowscene.com](mailto:giftguide@yellowscene.com). If a photo is not provided by Nov. 7, Yellow Scene Magazine editorial department will select a photo for you. No exceptions. There is a \$35 fee for the photo shoot, which is a really, really good deal for a pro to shoot your store's product.

If you do need a photo taken, a photographer will follow up your request with a call to make an appointment. Please have the item ready and employees prepared for the photographer's arrival. The shoot should take no more than twenty minutes. Need help deciding what product to feature? See page 2. Don't wait until the photographer arrives and ask him for ideas. If the item isn't ready to shoot when the photographer shows up and he has to come back later (or if he has to wait around for an hour while you pick a product, clear off a display table, etc), you'll be charged twice for their time. If you have questions about setting up the photo shoot, ask your account rep for help as soon as you schedule it with the freelancer.

Photos of single objects only; see page 2 for ideas.

## **Your Write Up** (Fill out completely)

To receive the broadest exposure and interest, we will let you focus on your top three selling items (Note: Please keep descriptions to five words plus a price; and make sure they are items or services someone can partake in, not gift cards or business highlights). If not provided by Nov. 7, Yellow Scene Magazine's editorial department will select the items, and reserves the right to edit any copy submitted.

**Product** (photo item) \_\_\_\_\_

**Price** \_\_\_\_\_

**Description** (five words) \_\_\_\_\_

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**Price** \_\_\_\_\_

**Description** (five words) \_\_\_\_\_

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**Price** \_\_\_\_\_

**Description** (five words) \_\_\_\_\_

Yellow Scene Magazine

PO Box 964, Erie CO 80516 P. 303.828.2700 F. 303.265.9654

E. [giftguide@yellowscene.com](mailto:giftguide@yellowscene.com) [yellowscene.com](http://yellowscene.com)

# Gift Guide Tips

- Show one product.
- Avoid busy gift baskets and multiple products. The photos aren't very large (approximately 2.5" x 2.5"), so if you have too much information, readers won't be able to tell what you are selling.
- Be creative in picking your product—you sell unique items, everyone sells gift certificates. For example, if you are a day spa, pick one of your unique services or a product line nobody else carries.
- Avoid cliché photos such as a woman in a bath robe to capture all spa services. Capture the one image that sells that one product.

examples

FASHION

Retailer's  
Picks



### Swiss Chalet

1642 Pearl St., Boulder, 303.443.0346  
www.swisschaletboulder.com

- Trainmaster Cleveland Express Ball Watch, \$1,895
- Tissot T-Touch Watch, \$525 and up
- Longines Ladies La Grand Classic with Pearl Face and Diamond Bezel, \$2,000



### Lisa Smith Design

4565 14th St. Unit 205, Boulder, 303.818.4599,  
www.lisasmithdesigns.etsy.com

- "Two Trees," Porcelain Pendant Necklace, \$52
- "Four Poppies," Porcelain Pendant Necklace, \$46
- "Dots," Porcelain Pendant Necklace, \$46



### Brown's Shoe Fit Co.

373 Main St., Longmont, 303.776.2920  
www.brownsshoeftco.com

- Haflinger Sheep Slipper, \$63
- Crocs Mammoth, \$40 adults, \$30 kids
- SmartWool Socks, \$12 and up