

LOCAL RATES • CLOSING DATES • PRODUCTION REQUIREMENTS

LOCAL RATES

4-Color Rates are for One Local Zone Per Issue. Effective January 1, 2009 Discounts Available for Multiple Zone Purchases	AD SIZE	1X RATE	4X RATE
	FULL PAGE	\$3,050	\$2,440
	2/3 PAGE	\$2,890	\$2,315
	*1/2 PAGE	\$2,225	\$1,780
	1/3 PAGE	\$1,845	\$1,475
	1/6 PAGE	\$1,460	\$1,170

See Local Marketplace section for special pricing & specs.

*For 1/2 Page Vertical Ads Add 20%.
For Black & White Deduct 30%.

Discounts: Frequency rebates & agency discounts available. Ask your Sales Representative about any other available discounts.

Position Requests: 20% premium for covers, two-page spreads and special position requests.

Cancellations: Written cancellations will be accepted if received by the first of the month preceding the issue date.

Short Rates: Short rates apply for contracts not completed within one year.

CLOSE DATES

ISSUE	AD CLOSE	MAIL DATE	ISSUE	AD CLOSE	MAIL DATE
SPRING	APRIL 26	MAY 20	SUMMER	JUNE 15	JULY 15
FALL	SEPTEMBER 15	OCTOBER 15	WINTER	DECEMBER 15	JANUARY 15

PRODUCTION SPECIFICATIONS

Preferred Method of Ad Submissions: CD with ad saved as a pdf, tiff or eps with embedded fonts is accepted. All artwork, including logos and all linked graphic files are required at 300 dpi resolution; 600 dpi is preferable. Color format accepted is CMYK (Pantone and/or Spot colors will not be accepted). If submitting a Quark, Photoshop or Illustrator document, please include all linked graphic files, as well as, all screen and printer fonts (True Type fonts are undesirable).

All ads should be accompanied by a color proof or color print-out. If a color proof is not submitted with a color ad, we will not be responsible for color accuracy.

Ads Created In-House: Original artwork may be submitted for use to create an ad in-house for a minimal charge. Ask your sales representative for a quote. All ads created in-house will be approved by the advertiser.

Full Page: 7.125" x 10" (live area)
8.375" x 11.125" (bleed area)
8.125" x 10.875" (trim line)
As a rule, we recommend that all ad elements stay 1/4" away from trim size.

1/2 Horizontal: 7.125" x 4.875"
1/2 Vertical: 4.875" x 7.375"
2/3 Vertical: 4.875" x 10"
1/3 Vertical: 2.25" x 10"
1/3 Square: 4.855" x 4.875" (not a true square)
1/6 Horizontal: 4.875" x 2.375"

FULL
7 1/8" x 10"
(live area only)

2/3 Vertical
4 7/8" x 10"

1/2 Horizontal
7 1/8" x 4 7/8"

1/2 Vertical
4 7/8" x 7 3/8"
1/6 Horizontal
4 11/16" x 2 3/8"

1/3 Vertical
2 3/8" x 10"

1/3 Square
4 11/16" x 4 7/8"

Send Advertising Materials to Remodeling News, 700 Godwin Avenue, Midland Park, NJ 07432
For Production Questions Call 201-389-3838, ext. 310 or 302 • e-mail: production@remodelingnews.com

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