

2010 CLOSING DATES ISSUE

ISSUE	SPACE RESERVATION	AD MATERIALS
Jan/Feb.	November 1	November 12
March/April	January 3	January 13
May/June	March 3	March 10
July/August	May 1	May 12
Sept./Oct.	July 3	July 14
Nov. /Dec.	September 1	September 15

2010 ADVERTISING RATES

Call for best available rate

ADDITIONAL INFORMATION

Bleed - Additional 10%
Inside front & inside back covers - Additional 10%
Back cover - Premium 15%
Guaranteed premium positions - Additional 15%
Ads cannot be canceled after closing dates.
Canceled ads will be short rated.

A proof is assurance of color fidelity. But not all color prints are created equal. Of the scores of proofing options available, only a few are up to the challenge of representing heatset web color accurately. Many others show placement only, and cannot be color-matched on press, leading to disappointment and frustration if you're expecting your final product to correspond.

THE MECHANICS

Publication Trim Size - 8³/₈" x 10⁷/₈" (full page)
(If Bleed, add 1/8" to each side of the measurements below)

PAGE UNIT SIZES	Document size	
	WIDTH	DEPTH
Spread	15 ¹ / ₄ "	10"
Spread Bleed (add 1/8" to all sides)	16 ³ / ₄ "	10 ⁷ / ₈ "
Full Page	7"	10"
Full Page Bleed (add 1/8" to all sides)	8 ³ / ₈ "	10 ⁷ / ₈ "
2/3 Page	4 ⁹ / ₁₆ "	10"
2/3 Page Bleed (add 1/8" to all sides)	5 ⁵ / ₁₆ "	10 ⁷ / ₈ "
1/2 Page Vertical	4 ⁹ / ₁₆ "	7 ¹ / ₂ "
1/2 Page Horiz. Bleed (add 1/8")	8 ³ / ₈ "	5 ⁵ / ₁₆ "
1/2 Page Horizontal	7"	4 ⁷ / ₈ "
1/3 Page Vertical	2 ¹ / ₈ "	10"
1/3 Page Square	4 ⁹ / ₁₆ "	4 ⁷ / ₈ "
1/6 Page Vertical	2 ¹ / ₈ "	4 ⁷ / ₈ "
1/6 Page Horizontal	4 ⁹ / ₁₆ "	2 ¹ / ₄ "

REQUIREMENTS:

- Macintosh platform preferred. PC platforms may submit postscripted files. Call for more information.
 - Quark 6.0 - 7.0 preferred.
 - Postscript Fonts preferred. No Truetype fonts, no style menu such as key commands for bold or italic - only resident fonts.
 - Images: Tiff or EPS formats at 300 dpi resolution, grayscale or CMYK. **No RGB images.**
 - PDF's and Acrobat Distiller specs: Must have precise setting with embedded fonts. Call for more information.
 - Media: CD's, Zips. No Jazz or Syquest.
- All material must be accompanied by a SWOP approved color proof or matchprint of ad - 150 line screen.** Laser proofs are accepted only as verifiers of content, not for quality or color. If you cannot supply an approved proof we will supply one for you for a fee of \$75.

PUBLICATION SERVICES

The publisher will provide layout, typesetting and finished mechanicals as required—at an additional charge—for use in *HOUSE*. Check on costs in advance.

Materials will be retained by publisher for one year unless their return is specifically requested. The publisher is not responsible for material kept beyond one year.

FEDEX OR UPS:

Sheahan Publications
1 Sheldon Way
Gabreski Airport
Westhampton Beach, NY 11978

US Mail:

Sheahan Publications
P.O. Box 826
Westhampton Beach, NY 11978

To place an ad or for more information call:

(631) 288-5400
Fax: (631) 288-5420

Visit us on the web at
www.house-magazine.net