

Garden Decor 2005-2006

		1X	4X	6X
Full Page	(7 7/8" X 10 1/2")	\$5250	\$4045	\$2885
Half Page Horizontal	(7" X 4 7/8")	\$3675	\$2995	\$2100
1/3 Page Vertical	(2 1/4" X 10")	\$2625	\$1995	\$1835
1/4 Page	(3 3/8" X 4 7/8")	\$2100	\$1525	\$1155
Showcase	(3" X 2 5/8")	\$1050	\$895	\$630

2006 Issue Dates

December/January

Space Close: November 4th
Materials Due: November 8th
 Bonus Distribution
 Winter Gift Shows

February/March

Space Close: January 3rd
Materials Due: January 10th
 Bonus Distribution
 Intl. Home Housewares Show

April/May

Space Close: March 2nd
Materials Due: March 8th
 Bonus Distribution
 High Point Furniture Market
 Hospitality Design Show
 National Hardware Show

June/July

Space Close: April 19th
Materials Due: April 25th
 Bonus Distribution
 Summer Gift Shows

August/September

Space Close: June 29th
Materials Due: July 6th
 Bonus Distribution
 Chicago Casual Show
 GLEE

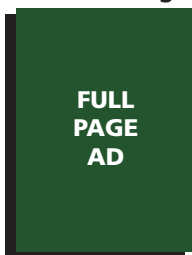
October/November

Space Close: September 8th
Materials Due: September 14th
 Bonus Distribution
 High Point Furniture Market

Specifications: trim size for our full page publication is 7 7/8" x 10 1/2"

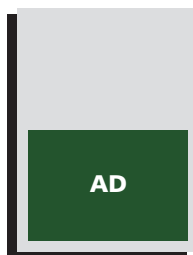
(If using QuarkXPress, please pull out picture boxes 1/8" around trim size to create bleed. Do not change document size.)

Standard Page



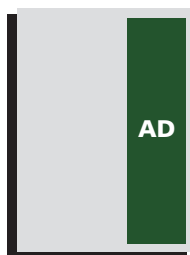
7 7/8" Width
10 1/2" Height

1/2 Horizontal



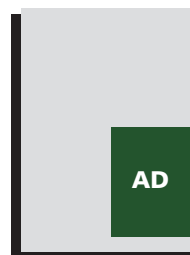
7" Width
4 7/8" Height

1/3 Vertical



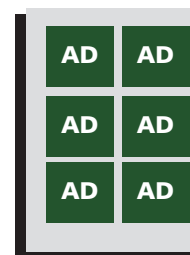
2 1/4" Width
10" Height

1/4 Vertical



3 3/8" Width
4 7/8" Height

Showcase Ads



3" Width
2 5/8" Height
For each single ad

Showcase ads will be set up as 6 ads on a single page. The size for each ad will be 3" x 2 5/8"

Materials Required

ALL DIGITAL FILES MUST BE ACCOMPANIED WITH A GOOD CONTRACT COLOR DIGITAL PROOF. (If a color proof is not provided, we can provide this service at a fee of **\$50.00** per proof)

If a Digital File cannot be provided, you must contact your sales representative. An additional charge of **\$100.00** will be incurred to convert film materials to a digital format.

All Digital Files must be built in a CMYK format, to exact size.

Two or Three-Color Ads: Process separation (Yellow, Magenta, Cyan, or Black) are required. If a pantone custom color must be used, please contact your sales representative for additional charges.

Please send all digital materials to our Production Department:
Reed Business Information • (Attn: Tom Weber) • 7025 Albert Pick Road • Suite 200 • Greensboro, NC 27409
Phone: (336) 605-1081 Fax (336) 605-1143 email: tweber@reedbusiness.com