



2011 Advertising Rates (per ad)

Four Color Ad	1x	2x	4x
Full Page	\$4250	\$3825	\$2975
1/2 Page	2500	2250	1750
1/3 Page	1800	1620	1260
1/4 Page	1200	1080	840
1/8 Page	1000	900	700
1/12 Page	800	720	560

No Key Positions Offered

Ad Space Sizes Available

Space Size	Dimension (W x H)
Full Page Trim	8.25" x 10.75"
Bleed	8.5" x 11"
Live Area	7.25" x 10"
1/2 Page	7.75" x 5"
1/3 Page	7.75" x 3.25"
1/4 Page	3.75" x 5"
1/8 Page	3.75" x 2.375"
1/12 Page	1.75" x 3.25"

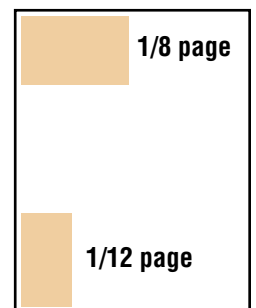
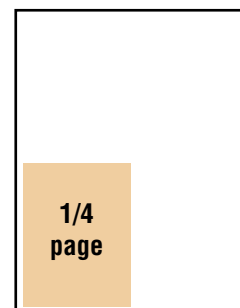
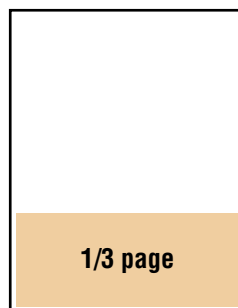
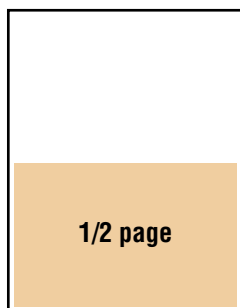
Bleeds on Full Page Ads Only

Digital Specifications

Files accepted via ftp, on CD and DVD, Macintosh format only. CDs and DVDs cannot be returned. Publisher can only accept Photoshop, InDesign or press-optimized PDF files. For InDesign native files, all links and fonts must be included. Use type 1 postscript fonts only (preferably Adobe); no True Type fonts please!

All files must be at least 300 dpi at final size. The publisher is not responsible for image quality at any resolution below 300 dpi. Photoshop images in .eps or .tif are preferred. When creating solid black areas 1/4" x 1/4" or larger, please make these areas rich black (100 Black, 40 Cyan, 20 Magenta and 30 Yellow.) All black type should be saved as 100% black, not CMYK. Convert all spot colors to process and RGB photos and artwork to CMYK.

A paper of PDF proof must accompany all ad submissions. Publisher accepts no responsibility for output errors in ads not accompanied by an advertiser-submitted proof.



2011 Publication Deadlines

DDH	Contract Date	Materials Due	On-Sale
Spring	11/12/10	11/19/10	1/1/11
Summer	4/11/11	4/18/11	5/2/11
Winter	7/22/11	7/29/11	9/5/11

DDHP	Contract Date	Materials Due	On-Sale
Spring	1/14/11	1/21/11	2/28/11
Summer	5/20/11	5/27/11	7/4/11
Winter	9/12/11	9/19/11	10/25/11

Contact Info

For advertising information, please contact:

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Send materials to:

Designs Direct Publishing, LLC
Attn: Nick Foley
201 RiverPlace, Suite 500
Greenville, SC 29601

Phone: 864-288-7580 x 318
Email: nfoley@designsdirect.com
(Email or call to send ad via ftp site)

Terms & Conditions

All new advertising contracts require pre-payment for the first publication and upon approval, subsequent advertisements shall be billed issue by issue, due and payable on the first of the publication month. Frequency discounts are based on completing the entire agreement; if entire agreement is not fulfilled, client agrees the rate due shall be based on the highest earned rate. Client will supply advertising materials by appropriate due dates in the format outlined on our Technical Specifications sheet. Publisher's responsibility and liability for errors and/or omissions shall be limited to either re-running the ad or crediting advertiser for the portion of the ad in error and shall only apply to display advertisements. Permission is hereby given to use any art in Designs Direct Publishing, LLC and any subsidiary publications as promotional material. Publisher reserves the right to review all advertising and reject any ads not in keeping with the spirit and editorial content of the magazine and which, in the publisher's opinion, violate standards of taste and decency. This agreement is non-cancelable by client unless otherwise specifically noted herein. All correspondence, corrections and notification must be received by publisher prior to deadline for the following issue. Cancellation and/or suspension of this agreement by publisher renders the balance of the agreement null and void and earned rates shall apply. If publisher is compelled to institute collection procedures or legal actions to enforce any of its rights under this agreement, Designs Direct Publishing, LLC shall be entitled to recover from advertiser all costs thereof, including but not limited to, reasonable attorney's fees, collection agency fees and 18% annual interest on all amounts past due.

