



The REALTORS'®

Home & Garden Show 2009

ADVERTISING RATES & REQUIREMENT

Premium Placement*

Inside Front Cover:	\$3,200.00
Inside Back Cover:	\$3,200.00
Outside Back Cover:	\$3,500.00
Pages 1-5 (Full Page Ads):	\$2,500.00

*** Premium Positioning on a first come, first serve basis.**

Standard Placement

Size	Color	Black/White
Full Page:	\$2,100.00	\$1,475.00
1/2 Page:	\$1,500.00	\$900.00
1/4 Page:	\$1,025.00	\$500.00

Layout Tips

All ads must be submitted digitally in the preferred ad format of a High Resolution Adobe PDF.

Keep all live matter a minimum of .245 inches from the trim to avoid cutting off pertinent information.

Bleeds must extend .125 inches beyond trim. Please use bleed size above for cover spaces and full page ads.

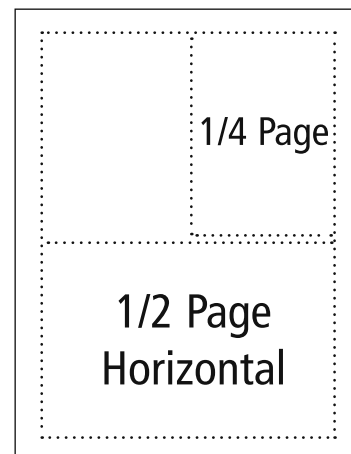
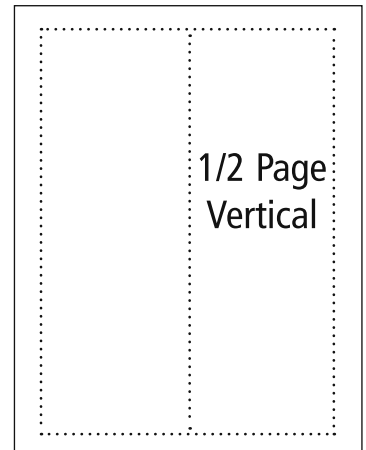
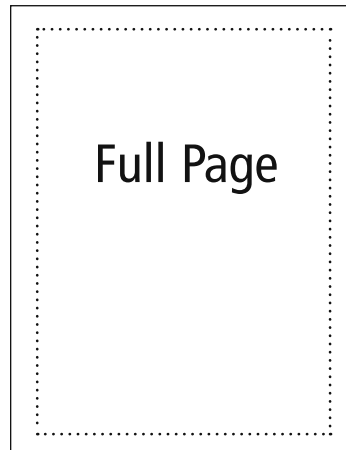
Any additional work to make your files "printer ready," such as resizing or file format translation, will be subject to a charge of \$85.00/hour (minimum 1 hour).

Mechanical Requirements

Full Page:	Bleed: 8.625" x 11.125"
	Trim: 8.375" x 10.875"
	Live Area: 7.875" x 10.375"

*The Following Ads Contain **No Bleeds***

1/2 Page Horizontal:	7.375" x 4.75"
1/2 Page Vertical:	3.5" x 9.875"
1/4 Page:	3.5" x 4.75"





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SOFTWARE & DIGITAL IMAGE SPECS

All ads must be submitted digitally in the preferred ad format of a High Resolution Adobe PDF.

Software Specs

Programs supported (Mac Platform)

- Adobe InDesign CS
- Adobe Photoshop CS
- Adobe Illustrator CS
- Files converted to High Resolution EPS, TIFF, PDF or Jpeg

We do not and CANNOT accept ads submitted in any of the following software programs: Macro Media Freehand, Corel Draw, Microsoft Publisher, Microsoft Word, Power Point, Framemaker or Excel.

Fonts

Please include all fonts used in layout files. Avoid using TrueType fonts. They work well with common desktop printers, but do not work well with most equipment used in the printing industry. PostScript type 1 fonts (like those from Adobe) are a much better choice for graphics and printing.

Digital Image Specs

Please include all images, scans, EPS or TIFF files used in any file layout. Color images must be in CMYK format at 300 dpi. Black & White images must also be at 300 dpi.

What is High Resolution?

Please do not "Tweak" images to make them "Higher Resolution"

A 72 dpi file only has 72 dpi of data. If you try to change the file to 300 dpi, you are only interpolating the data that is there - there is no technological way to actually add resolution to a low resolution file. You can resave the file as 1,000,000 dpi and it is not going to print any better than a 72 dpi image. The image information is simply not there.

The general rule is that web graphics are never high-enough resolution to be suitable for printing, even if you 'fool' PhotoShop or Painter into thinking it is a hi-res image. Web designers use 72 dpi RGB web graphics because 72 dpi is the highest resolution of an RGB monitor. To use anything higher would unnecessarily slow down the loading of a website.

Proofs

Please email your proof to jenn@hokansonad.com

Ad Submission

Upload to our FTP site at www.hokansonad.com

For further information, please call 414/ 271. 2030

PLEASE DO NOT USE IMAGES COPIED AND PASTED OR DOWNLOADED FROM WEBSITES!

Images used on websites may look clean and crisp on your computer screen, but are low resolution (72 dpi) images and are not suitable for printing. Images used for high-quality printing should be TIFF images (scanned at no less than 300 dpi and placed at 100%) or high quality EPS images.

