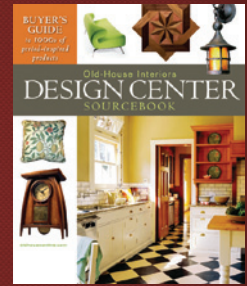


# 2012 ADVERTISING OPPORTUNITIES & RATES



## 2012 ADVERTISING RATES

### Category Sponsorships

Super Category Sponsorship, exclusive	\$10,920
Sub Category Sponsorship, non exclusive	\$5,242

### Display Rates

Full page	\$4,013
1/2 page	\$2,768
1/3 page	\$2,157
1/4 page	\$1,720
1/6 page	\$1,174
1/12 page	\$1,037
Enhanced Listing	\$874

### Premiums

Cover 2	\$6,243
Cover 3	\$5,983
Cover 4	\$7,184
Pages 1, 5, 7	\$5,722

### Digital Edition

Interactive Upgrade	\$149
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Issue (Editorial Focus)	Ad Space Closing	Ad Materials Due	On Sale Date
Design Center Sourcebook	2/10/12	2/15/12	5/1/12; 8/14/12

## MAGAZINE SIZE

Trim Size: .....9" x 10.875"

Live Area on Bleed Ads: .....25" from Final Trim

## AD SIZES

W X H

Full Page (bleed) .....9.25" x 11.125"

Spread 2 page (bleed) .....18.25" x 11.125"

2/3 Page Vertical.....4.75" x 9.875"

1/2 Page Horizontal .....7.25" x 4.75"

1/2 Page Vertical.....3.5" x 9.875"

1/2 Page Island.....4.75" x 7.25"

1/3 Page Vertical.....2.25" x 9.875"

1/3 Page Square.....4.75" x 4.75"

1/4 Page Vertical.....3.5" x 4.75"

1/6 Page Horizontal .....4.75" x 2.25"

1/6 Page Vertical.....2.25" x 4.75"

1/12 Page Square.....2.25" x 2.25"