

# DREAM HOME SHOWCASE

LOG • TIMBER • HYBRID • CUSTOM

## 2012 ADVERTISING OPPORTUNITIES & RATES



### 2012 ADVERTISING RATES

Feature Package	
4-page + 2 pages floor plans	\$7,426
6-page + 2 pages floor plans	\$9,566
8-page + 2 pages floor plans	\$11,707
10-page + 2 pages floor plans	\$13,541
Floor plans	
1 page	\$1,747
2 pages	\$2,796
4 pages	\$4,892
Additional floor plan with feature package	\$1,310
Display	
Full page	\$3,494
1/2 page (horizontal only)	\$2,402
Decor & Lifestyle Feature	
Full page	\$2,404
The Contacts & The Market	
1/4 page	\$491
1/8 page	\$328
Premiums	
Cover 2 & page 1 spread	\$6,143
Front of book spreads	\$4,914
Last page & cover 3 spread	\$5,897

All rates 4 color, non-commissionable

Issue	Ad Space Closing	Ad Materials Due	On Sale Date
Dream Home Showcase	2/17/12	2/22/12	4/24/12
Dream Home Showcase of Plans	6/8/12	6/13/12	8/21/12

### MAGAZINE SIZE

Trim Size .....9" x 10.875"  
 Live area on bleed ads ..... .25" from trim

### AD SIZES

	W X H
Full Page	7.5" x 9.687"
Full Page (bleed)	9.25" x 11.125"
Spread 2 page (bleed)	18.25" x 11.125"
1/2 Page Horizontal	7.5" x 4.687"
1/2 Page Horizontal (bleed)	9.25" x 5.437"

### THE CONTACTS

1/4 Page Ad  
 Please supply the following:

- Image (300 dpi)
- 50 Words Of Copy
- Phone Number
- Web Address
- E-mail Address

1/8 Page Ad  
 Please supply the following:

- Image (300 dpi)
- 50 Words Of Copy
- Phone Number
- Web Address
- E-mail Address

### THE MARKET

1/4 Page Ad  
 Please supply the following:

- Image (300 dpi)
- 50 Words Of Copy
- Phone Number
- Web Address
- E-mail Address

1/8 Page Ad  
 Please supply the following:

- Image (300 dpi)
- 50 Words Of Copy
- Phone Number
- Web Address
- E-mail Address