

The Old-House Guide

2012 ADVERTISING OPPORTUNITIES & RATES



2012 ADVERTISING RATES

Display	
Full Page	\$4,303
Premiums	
Cover 2 & page 1 spread	\$8,068
Front of book spreads	\$6,454
Last page & cover 3 spread	\$7,746
Cover 4	\$5,594
Resource Ads	
1/2 Page	\$2,152
1/4 Page	\$1,291
1/8 Page	\$774
Digital Ads	
Full page, interactive ad	\$449
Full page, static ad	\$299
Marketplace, half page interactive ad	\$199
Marketplace, half page static ad	\$99

Issue (Editorial Focus)	Ad Space Closing	Ad Materials Due	On Sale Date
Old-House Guide	9/21/12	9/26/12	12/4/12; 7/2/12

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"