

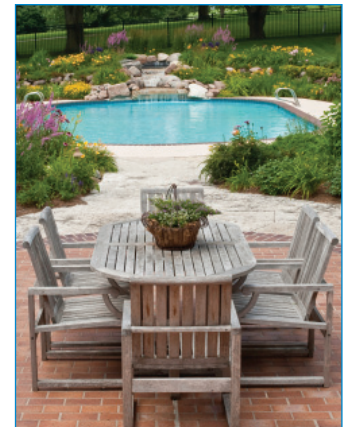


HOME BUILDERS & REMODELERS ASSOCIATION OF NEW HAMPSHIRE PRESENTS THE 45th ANNUAL...

HOME SHOW GUIDE



PROMOTIONAL OPPORTUNITIES AVAILABLE TO REACH YOUR TARGET AUDIENCE. DON'T MISS OUT!



DIGITAL SUBMISSIONS:

Acceptable Formats:

- Adobe Photoshop CS2 or below (JPG/TIF EPS) CMYK, HiRez 300 DPI
- PDF Flattened, CMYK, HiRez 300 DPI, exact dimension
 - Save with NO compressions
 - fonts embedded
 - no white overprints
- QuarkXpress v.6.52 (or below) Mac
- Adobe Illustrator CS2 or below (EPS)

Photoshop Requirements:

- CMYK or grayscale (not RGB) mode
- 300 dpi or greater. (Photos or logos taken from a web site are 72 DPI in width x height resolution and not acceptable for high-quality gloss printing.)
- Save as TIF or EPS (DCS off). If Photoshop file contains fonts and layers, FLATTEN to one layer and save as EPS.

Quark Requirements:

- CMYK or grayscale (NO spot colors).
- Include with native application files:
 - Compressed into folders.
 - Include all Mac printer & screen fonts, images, and logos. Use actual fonts. Do NOT apply "local" style attributes bold, italic, bold italic.

Illustrator Requirements:

- Colors CMYK (NO spot colors; NO white overprints)
- Convert all type to outline paths
- If ad is created on PC, open in Illustrator, outline the type, then save as Macintosh EPS.

Supply Files:

- Send files larger than 6MB using www.yousendit.com
- Email files under 6MB (JPGs, PDFs or compressed folders)
- Mail a CD - with paper proof

Send Ads & Materials:

To Art Director, Randye Kerstein
617 388-8244 or randye@seacoastink.com

FULL PAGE:

\$1500.00

HALF PAGE:

\$900.00

QUARTER PAGE:

\$500.00

MARKET PLACE:

\$250.00

Please supply 1 image and 25 words of copy.

UPGRADED LISTING: **\$35.00**

Company name, booth number, website address and contact information.

GUIDE LISTING:

FREE

Company name and booth number ONLY.

SPECIAL ADVERTORIAL SECTION:

Promote your "Before & Afters"!

SINGLE PAGE:

\$1500.00

Images and text required

2-PAGE SPREADS:

\$2000.00

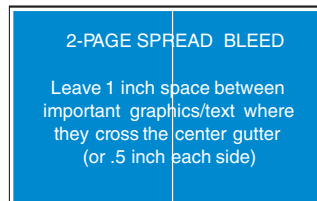
Images and text required

DEADLINE: Ad reservations

Accepted through February 8, 2012

MATERIALS DUE:

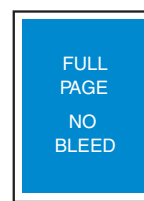
On or before February 15, 2012



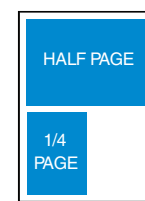
2-Page Spread
Trim Size: 16.75 w x 10.875 h
with .125 Bleed: 17 w x 11.125 h
No Bleed: 16.625 w x 9.944 h



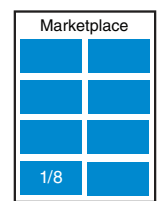
Full Page Trim:
8.375 w x 10.875 h
with .125 Bleed:
8.625 w x 11.125 h



Full Page
No Bleed:
7.25 w x 9.944 h



Half Page:
7.25 w x 4.813 h
1/4 Page:
3.458 w x 4.816 h



1/8 horizontal
3.5 w x 2 h

FOR DETAILS, PLEASE CONTACT:

KATHY POGGI • 603 772-5899 • KPOGGI@SEACOASTINK.COM

CANDI ENMAN • 207 715-0440 • CANDI@SEACOASTINK.COM

Disclaimer: Prices for the 2012 Home Show Guide include membership discounts and are different from the rates indicated on the GSB rate card.