

## 2008 EDITORIAL CALENDAR *Preview*

*Like no other magazine, Arts & Crafts Homes celebrates today's outstanding work in the revival of quality, craftsmanship, and period-inspired design. Our coverage extends from kitchens and bathrooms to carpet, fine furniture, and pottery; to millwork, roofing, doors and windows, plumbing, floors, hardware and lighting. How-to articles, collecting, visits, new construction, gardens and landscape, architectural style, restoration, and decorated interiors appear in every issue. For details on editorial lineup, please call (800) 356-9313, or contact the editor: ppoore@oldhouseinteriors.com*

<p><b>SPRING</b> 2008</p> <p>CLOSING DATE: 2.5.08 ON SALE DATE: 3.19.08</p> <p>BONUS DISTRIBUTION: <b>KBIS Kitchen &amp; Bath Industry Show, Chicago</b> <b>Colorado Arts &amp; Crafts Society Show, Denver</b> <b>Chicago Arts &amp; Crafts Show</b> <b>Soho San Diego</b></p> <p><b>Themes:</b> <i>Tile; Millwork; Baths</i> <b>Expo:</b> <i>House &amp; Garden</i></p> <ul style="list-style-type: none"> <li>▪ <i>Roofing &amp; siding products</i></li> <li>▪ <i>Collectible tile</i></li> <li>▪ <i>Staircases</i></li> <li>▪ <i>Mackintosh inspiration in the kitchen</i></li> <li>▪ <i>Fences</i></li> </ul>	<p><b>SUMMER</b> 2008</p> <p>CLOSING DATE: 5.27.08 ON SALE DATE: 7.9.08</p> <p>BONUS DISTRIBUTION: <b>Arts and Crafts San Francisco</b></p> <p><b>Themes:</b> <i>Paint Interior/Doors</i> <b>Expo:</b> <i>Tile; Clay; Terra cotta; Ceramics</i></p> <ul style="list-style-type: none"> <li>▪ <i>Exteriors—stucco, shingles &amp; more</i></li> <li>▪ <i>Balustrades</i></li> <li>▪ <i>Arts &amp; Crafts colors</i></li> <li>▪ <i>Patio doors &amp; french doors</i></li> </ul>
<p><b>FALL</b> 2008</p> <p>CLOSING DATE: 7.22.08 ON SALE DATE: 9.24.08</p> <p>BONUS DISTRIBUTION: <b>Pasadena Heritage Arts &amp; Crafts Conference</b> <b>Seattle Bungalow Show</b> <b>Twin Cities Arts &amp; Crafts Show</b> <b>Chicago Bungalow Show</b></p> <p><b>Themes:</b> <i>Stone &amp; Brick; Small Furnishings</i> <b>Expo:</b> <i>Kitchens &amp; Baths</i></p> <ul style="list-style-type: none"> <li>▪ <i>Stone &amp; stone products for crafted homes</i></li> <li>▪ <i>A new kitchen pavilion</i></li> <li>▪ <i>Furniture restoration</i></li> </ul>	<p><b>WINTER</b> 2008/2009</p> <p>CLOSING DATE: 11.11.08 ON SALE DATE: 12.24.08</p> <p>BONUS DISTRIBUTION: <b>Grove Park Inn A&amp;C Conference, Asheville</b> <b>Colorado A&amp;C Society Winter Symposium</b> <b>Historic Home Show, Valley Forge</b></p> <p><b>Themes:</b> <i>Wallpaper; Hardware</i> <b>Expo:</b> <i>Curtains to Carpets</i></p> <ul style="list-style-type: none"> <li>▪ <i>Exterior lights</i></li> <li>▪ <i>Great hardware</i></li> <li>▪ <i>Tiled rooms</i></li> <li>▪ <i>Arts &amp; Crafts bathrooms</i></li> <li>▪ <i>Roof styles</i></li> </ul>

NOTE: PRELIMINARY CALENDAR IS SUBJECT TO ADDITIONS AND CHANGES

*Publishers of Old-House Interiors, Arts & Crafts Homes, Early Homes, and Design Center Sourcebook & Website*

108 EAST MAIN STREET | GLOUCESTER, MASSACHUSETTS 01930

phone 800.356.9313 | fax 978.283.5715

## 2008 ADVERTISING GENERAL RATES *Arts & Crafts Homes*

### **PAYMENT TERMS**

*Net due 30 days from date of invoice. There will be a 1% monthly service charge for accounts due after 30 days. Accounts due 120 days will be collected through a debt-collection service at the gross rate (i.e. all discounts will be forfeited). New advertisers must submit payment with first insertion. Cancellations or changes in insertion orders cannot be accepted after closing date.*

*See other side for ad sizes.*

### **FOUR COLOR RATES**

SPREAD	\$7,800
FULL PAGE	\$3,300
1/2 PAGE	\$1,750
1/3 PAGE	\$1,400
1/4 PAGE	\$1,200
1/6 PAGE	\$700
1/12 PAGE	\$500

### **B&W RATES**

FULL PAGE	\$2,800
1/2 PAGE	\$1,500
1/3 PAGE	\$1,200
1/4 PAGE	\$1,000
1/6 PAGE	\$ 600
1/12 PAGE	\$ 400



## 2008 ADVERTISING DISPLAY RATES

### *Arts & Crafts Homes*

#### **PAYMENT TERMS**

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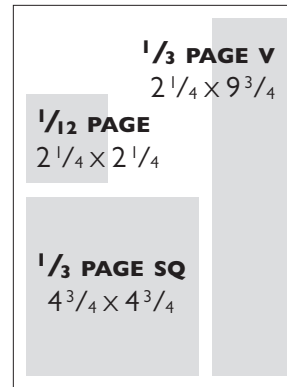
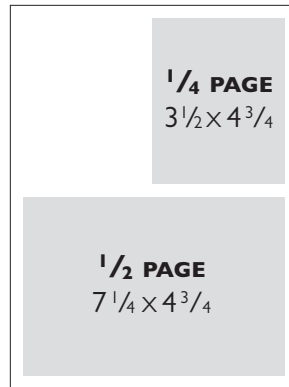
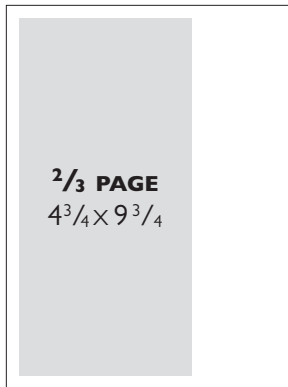
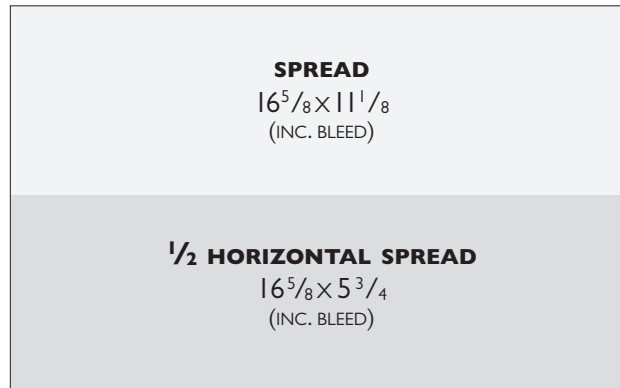
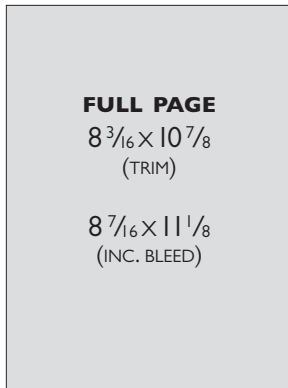
*See other side for ad sizes.*

#### **FOUR COLOR RATES**

SPREAD	\$7,800
FULL PAGE	\$4,090
1/2 PAGE	\$2,680
1/3 PAGE	\$2,100
1/4 PAGE	\$1,750
1/6 PAGE	\$1,200
1/12 PAGE	\$1,020

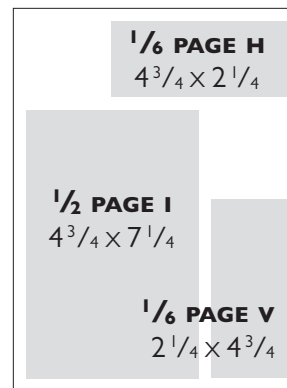
#### **B&W RATES**

FULL PAGE	\$2,970
1/2 PAGE	\$1,950
1/3 PAGE	\$1,520
1/4 PAGE	\$1,295
1/6 PAGE	\$ 870
1/12 PAGE	\$ 740



## PRODUCTION SPECIFICATIONS

- FORMAT** 3 columns per page,  $2\frac{1}{4}$ " wide
- TRIM SIZE**  $8\frac{3}{16}$ " x  $10\frac{7}{8}$ "
- BLEED SIZE**  $8\frac{7}{16}$ " x  $11\frac{1}{8}$ " full
- LIVE AREA**  $7\frac{11}{16}$ " x  $10\frac{3}{8}$ "  
 excludes  $\frac{3}{8}$ " adjacent to gutter
- PREPRESS** Computer-to-plate
- PRINTING** Web, Offset Heatset
- TEXT STOCK** 50# free-sheet gloss coated
- COVER STOCK** 80# free-sheet gloss coated
- INKS** 4-color process
- BINDING** Perfect bound
- PROOFS** ■ 4-color proofs should conform to SWOP standards and be supplied on publication grade stock matchprint for all color ads.



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# ELECTRONIC GUIDELINES FOR ART & ADVERTISING

OLD HOUSE INTERIORS  
ARTS & CRAFTS HOMES  
EARLY HOMES  
DESIGN CENTER SOURCEBOOK

Please use the following ad guidelines when preparing your art or ad. Please feel free to contact our Production Manager, Cheryl Briscoe, at 978-283-3200 X26, if you have any questions regarding the following information.

We do not guarantee color matching. A color proof such as an Epson or Kodak Approval must be supplied with all 2, 3 and 4-color ads. Publisher is not responsible for the outcome of any digitally supplied ads received without an appropriate color proof. If requested, publisher can create one and bill the customer.

## **Images files should meet the following formats**

Size: 4"x 5" or larger @ 300DPI  
RGB, 8bits, Jpeg or Tiff accepted

## **We accept the following file formats:**

Illustrator AI/EPS, PhotoShop JPG/PSD/TIFF/EPS, QuarkXPress, InDesign, PDF X-1a

## **We DO NOT accept the following file formats:**

PageMaker, CorelDraw, Freehand, MS Word, MS Publisher

## **Indesign / QuarkXPress 5.0, 6.0 & 7.0 Requirements**

Include all linked images (300dpi) and fonts.  
CMYK or grayscale. Please do not use spot colors.  
Use actual fonts, do not apply local font styles  
(i.e., bold, italic, etc.).

## **Illustrator 10, CS & CS2 Requirements**

CMYK or grayscale. Please do not use spot colors.  
Use actual fonts, do not apply local font styles  
(i.e., bold, italic, etc.).  
Convert all text to outlines.  
Vector .eps files must have transparency flattened and saved with the transparent .tiff preview option.

## **PhotoShop 7, CS & CS2 Requirements**

We accept native .psd, .tiff (layered or flattened),  
jpg and .eps files.  
CMYK or grayscale. Please do not use spot colors.  
All images must be 300dpi.  
If you are sending a .psd or layered .tiff file please  
include all fonts used.

## **Submitting your ad by Mail:**

Please send all advertising material on CD (600-700MB)  
or DVD (4.7GB) to:

**Cheryl Briscoe**  
**Old House Interiors**  
**108 East Main St., Gloucester, MA 01930**  
**(978) 283-3200 X26**

## **Sending via E-Mail:**

Files that are smaller than 8MB may be e-mailed to:  
art@oldhouseinteriors.com

## **Sending via FTP:**

Create a folder containing all of the necessary  
files and compress it using StuffIt (Mac) or WinZip (Windows).  
Please include YOUR company name and corresponding  
magazine and issue in the file name.

## **FTP Access**

- 1) Collect and/or compress file for upload: sitx, zip, pdf or jpg
- 2) Go to <http://gloucesterpublishers.com/>
- 3) Click on appropriate magazine name
- 4) Log in by typing your company name, contact, email address, and password: **ma01930**. All fields must be filled in for the file to upload correctly. Click "Login"
- 5) Next, click "Choose File" and select your file.
- 6) Click "Upload File".
- 7) A message will appear telling you if the file has been uploaded.
- 8) Once the file is uploaded, please email  
art@oldhouseinteriors.com with company, the file name and the appropriate magazine and issue.

Old House Interiors  
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Arts & Crafts Homes

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