

2008 MECHANICAL REQUIREMENTS

GARDEN DECOR

YOUR GUIDE TO SELLING OUTDOOR ACCESSORIES

		1X	4X
Full Page	(77/8" X 101/2")	\$5400	\$3115
Half Page Horizontal	(7" X 47/8")	\$3785	\$2250
1/3 Page Vertical	(21/4" X 10")	\$2700	\$1960
1/4 Page	(33/8" X 47/8")	\$2165	\$1235
Showcase	(3" X 25/8")	\$1080	\$675



2008 Issue Dates

Spring 2008

Space Close: February 8
Materials Due: February 15
Bonus Distribution
High Point Furniture Market,
Hospitality Design Show,
National Hardware Show

Summer 2008

Space Close: May 9
Materials Due: May 16
Bonus Distribution
Summer Gift Shows: Dallas,
Atlanta, New York and
Casual Pre-Market

Fall 2008

Space Close: August 11
Materials Due: August 15
Bonus Distribution
Chicago Casual Show,
High Point Furniture Market

Winter 2008

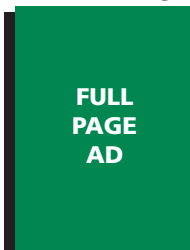
Space Close: October 31
Materials Due: November 7
Bonus Distribution
Winter Gift Shows: Dallas,
Atlanta, New York and
Pool & Spa

Specifications:

trim size for
our full page
publication is
7 7/8" x 10 1/2"

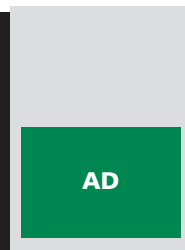
(If using QuarkXPress,
please pull out picture
boxes 1/8" around trim
size to create bleed.
Do not change
document size.)

Standard Page



7 7/8" Width
10 1/2" Height

1/2 Horizontal



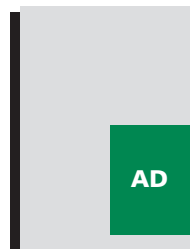
7" Width
4 7/8" Height

1/3 Vertical



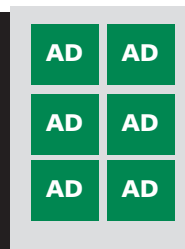
2 1/4" Width
10" Height

1/4 Vertical



3 3/8" Width
4 7/8" Height

Showcase Ads



3" Width
2 5/8" Height
For each single ad

Showcase ads
will be set up
as 6 ads on a
single page.
The size for
each ad will be
3" x 2 5/8"

Materials Required

ALL DIGITAL FILES MUST BE ACCOMPANIED WITH A GOOD CONTRACT COLOR DIGITAL PROOF. (If a color proof is not provided, we can provide this service at a fee of \$50.00 per proof)

If a Digital File cannot be provided, you must contact your sales representative. An additional charge of \$100.00 will be incurred to convert film materials to a digital format.

All Digital Files must be built in a CMYK format, to exact size.

Two or Three-Color Ads: Process separation (Yellow, Magenta, Cyan, or Black) are required. If a pantone custom color must be used, please contact your sales representative for additional charges.

Please send all digital materials to our Production Department:
**Reed Business Information • (Attn: Tom Weber) • 7025 Albert Pick Road
Suite 200 • Greensboro, NC 27409 • Phone: (336) 605-1081
Fax (336) 605-1143 • email: tweber@reedbusiness.com**