

# 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

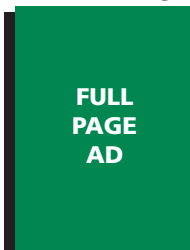
Space Close: October 31  
Materials Due: November 7  
Bonus Distribution  
Winter Gift Shows: Dallas,  
Atlanta, New York and  
Pool & Spa

#### Specifications:

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

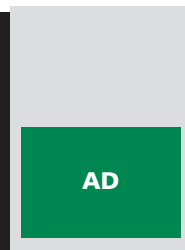
(If using QuarkXPress,  
please pull out picture  
boxes 1/8" around trim  
size to create bleed.  
Do not change  
document size.)

#### Standard Page



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

#### 1/2 Horizontal



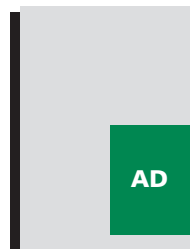
7" Width  
4 7/8" Height

#### 1/3 Vertical



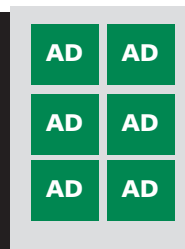
2 1/4" Width  
10" Height

#### 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