

# 2008

## Advertising Rates

### NEW SIZE: 10 x 12 1/8

#### AD SIZES

##### Full Page Bleed

**LIVE:** .....8 3/4" wide x 11 1/2" deep

**TRIM:** .....10" wide x 12 1/8" deep

**BLEED:** .....10 1/4" wide x 12 3/8" deep

**Half Island:** .....6" wide x 8" deep

**Half Horizontal:** .....9 1/4" wide x 5 5/8" deep

**Half Vertical:** .....4 1/2" wide x 11 1/2" deep

**Quarter Vertical:** .....4 1/2" wide x 6" deep

**Eighth:** .....3 3/8" wide x 4 1/2" deep

**Strip:** .....9 1/4" wide x 2 3/8" deep

##### Full Page Spread

**LIVE:** ..... 18 3/4" wide x 11 1/2" deep

**TRIM:** .....20" wide x 12 1/8" deep

**BLEED:** .....20 1/4" wide x 12 3/8" deep

*NOTE: Background CAN go thru gutter, but keep vital matter within live area, out of gutter.*

#### RATE POLICY

Rate based on a non-cancellable contract.

If cancelled, ads run would be short-rated to the nearest earned frequency based on the rate card.

Special positions are non-cancellable within 90 days of ad space closing. 15% Agency Commissions given when ad materials are supplied.

#### TERMS AND CONDITIONS

Net due fifteen (15) days from invoice date.

No cash discount. After thirty (30) days, the gross amount will be due and we will no longer honor the fifteen (15%) discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

#### SALES

**Dave Palcek**  
847-913-8244

**Cynthia Evans**  
847-913-8251

**Andy Lucchesi**  
201-225-1700

**Long Island Office**  
631-246-9300

#### COLOR RATES

AD Size	1X	3X	6X
Full Page	4990	4725	3335
1/2 Page	3590	3400	2400
1/4 Page	2675	2535	1790
Strip	2545	2410	1705
1/8 Page	2405	2280	1615

Black & White rates, subtract \$750

#### INSERTS, BLEED OR OVERSIZED

Black and White space cost plus insert charge of \$1,300.  
For multi-page insert space cost contact publisher.  
No charge for bleed or oversized.

#### ELECTRONIC SPECS

##### ACCEPTED MATERIALS:

##### Native document file and all supporting files -

The original ad layout document, fonts and images accompanied by an Adobe Acrobat/Distiller PDF file.

(PDF format specs can be supplied upon request.)

- All images, backgrounds & copy must be CMYK and at least 300 dpi.
- **Set transparency flattener to at least 300 dpi:** 1200 dpi for Line Art. 300 dpi for Gradients. Set the vector balance to 100% vector.
- **Make sure OPI is turned OFF** when exporting files to PDF.
- Image files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.
- **Save all files and images without ICC profiles.**
- Please include crop marks on all bleed ads.
- Illustration programs (Illustrator, Photoshop, etc.) should not be used to create layout files.
- A valid supplied SWOP color proof that is representative of the ad sent on disk is required.
- Label all documents and digital layout files with *your advertiser's name and issue date*, NOT "HomeWorld Business."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. ICD assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. HomeWorld Business is not responsible for the final outcome of digital files created on PC.

##### ACCEPTABLE COLOR PROOFS:

All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the required proof.

##### ACCEPTABLE DIGITAL FILE FORMATS:

QuarkXPress 7.0; Adobe Illustrator CS3; Adobe Acrobat Distiller 7.0; Adobe InDesign CS3; Photoshop CS2.

##### UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

**PRODUCTION WORK:** If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF.

All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be destroyed.

##### To send via E-mail:

(for files less than 10 mb)  
Attn: Nadine Salogub  
production@homeworldbusiness.com

##### To upload digital files:

http://ads.icdnet.com  
accessible via your web browser  
(ID & password not needed)  
ICD must be notified once ad has  
completed uploading.

##### Send all digital ad disks to:

Attn: Nadine Salogub  
HomeWorld Business - ICD Publications  
45 Research Way, Suite 106  
E. Setauket, NY 11733 Ph: (631)246-9300