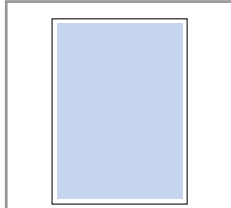
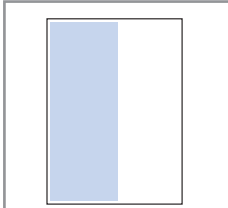


TRIM SIZE: 10 13/16" X 13 1/4"



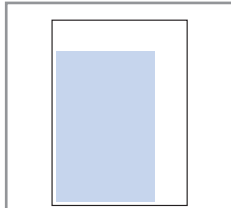
TABLOID

Live 10" x 12.5"
Trim 10.8125" x 13.25"
Bleed 11.0625" x 13.5"



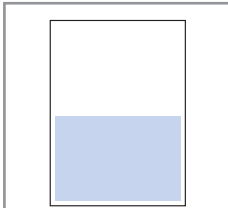
HALF VERTICAL TAB

Live 4.875" x 12.5"
Trim 5.375" x 13.25"
Full Bleed 5.625" x 13.5"



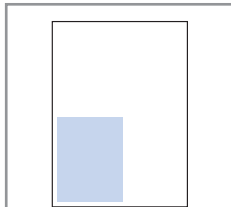
JUNIOR VERTICAL

Live 7.5" x 10"
Trim 8.375" x 10.5"
Bleed 8.625" x 10.75"



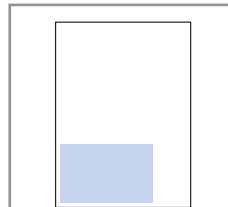
JUNIOR HORIZONTAL

Live 10" x 7"
Trim 10.8125" x 7.375"
Bleed 11.0625" x 7.625"



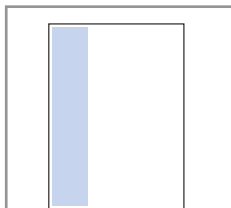
QUARTER VERTICAL

Non Bleed Only
4.875" x 6.5"



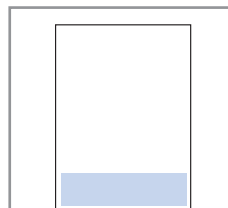
QUARTER HORIZONTAL

Non Bleed Only
7.375" x 4.5"



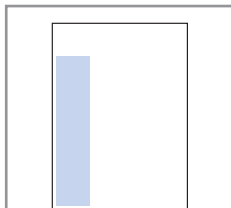
QUARTER VERTICAL TAB

Live 2.25" x 12.5"
Trim 2.875" x 13.25"
Full Bleed 3.125" x 13.5"



STRIP HORIZONTAL

Live 10" x 2.875"
Trim 10.8125" x 3.375"
Full Bleed 11.0625" x 3.625"



STRIP VERTICAL

Live 2.875" x 10"
Trim 3.375" x 10.875"
Full Bleed 3.625" x 11.125"

SPREADS
CONTACT THE PRODUCTION
DEPARTMENT FOR SPECS.

HOMEWORLD ADVERTISING RATES

AD Size	1X	4X	8X	12X	16X*
Tab Page	7295	6695	5995	5295	4595
Junior Page	5730	5210	4530	3940	3420
1/4 Page	3930	3570	3105	2665	2295
Strip	3690	3355	2915	2500	2155

Special positions: Add 10% of space.

* 16X Rate Based On Ad Appearing Every Issue

ANNUAL CENSUS & FORECAST RATES

	1X	4X	8X	12X	16X*
Tab Page	8450	7680	6680	5825	4830

INSERTS

Advertising space cost plus insert charge of \$1300.

For multi-page insert space cost contact sales rep.

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% discount off total ad space charge to agencies** provided account is paid within 30 days of invoice date.

TERMS AND CONDITIONS

Net due thirty (30) days from invoice date. No cash discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

FOR MORE INFORMATION

Contact your HomeWorld Business Sales Representative:

Dave Palcek President/Co-Publisher
(847) 913-8244
davep@homeworldbusiness.com

Cynthia Evans Senior Vice President/Co-Publisher
(847) 913-8251
cyndie@homeworldbusiness.com

Larry Oliver Business Development
(631) 246-9300 ext. 246
larryo@homeworldbusiness.com

PRODUCTION CONTACTS

Print Advertising
Nadine Salogub
(631) 297-8104
nadines@homeworldbusiness.com

Digital Advertising
Erin Helmers
(631) 246-9300 ext. 250
erinh@icdnet.com

CLASSIFIED SALES & RATES

Susan McDonald
(631) 246-9300 ext. 224
susanm@homeworldbusiness.com

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS: The original ad layout document, fonts and images accompanied by a press-ready PDF file.

Preferred Applications: Adobe InDesign CC. Others: Adobe Illustrator CC; Photoshop CC; Adobe Acrobat Distiller DC (Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: All ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the job options files that should be used when creating PDFs. PDF files cannot be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

UNACCEPTABLE DIGITAL FILE FORMATS: All digital Microsoft files: Word, Excel, Powerpoint, etc.

COLOR SPECS:

- All images, backgrounds & copy must be CMYK. Ads received in RGB and spot color format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300% (ie. C=100, M=100, Y=50, K=50).

IMAGE SPECS:

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
 - 1200 dpi for Line Art. 300 dpi for Gradients.
 - Set the vector balance to 100% vector.
- Ad 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.

GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with advertiser's name and issue date, **NOT "HOMEWORLD BUSINESS."**
- All Digital files **MUST** be sent complete. If 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: A valid supplied SWOP color proof that is representative of the ad is suggested. All supplied color proofs **MUST** meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

PRODUCTION WORK: If publisher performs production 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 deleted.

FILE TRANSFER

Send via E-mail (files less than 20 mb):
Attn: Nadine Salogub:
production@homeworldbusiness.com

Upload digital files: <http://ads.icdnet.com>
accessible via your web browser
No ID & password needed. HomeWorld Business must be notified once ad has completed uploading.