

Rates and Requirements

2009 ISSUE AND CLOSING DATES

Special Advertising Sections with overruns will close a minimum of 10 days earlier than the closing date listed. Please contact your account executive for information.

ISSUE	CLOSING DATE (Order & Production Required Deadline)	DIGITAL DEADLINE	ON NEWSSTAND
JANUARY	Nov. 17	Nov. 29	Dec. 22
FEBRUARY	Dec. 19	Dec. 27	Jan. 23
MARCH	Jan. 16	Jan. 22	Feb. 14
APRIL	Feb. 20	Feb. 26	March 20
MAY	March 20	March 26	April 18
JUNE/JULY*	April 17	April 23	May 16
AUGUST	June 25	July 1	July 24
SEPTEMBER	July 24	July 28	Aug. 20
OCTOBER*	Aug. 20	Aug. 26	Sept. 18
NOVEMBER*	Sept. 24	Sept. 30	Oct. 23
DECEMBER	Oct. 23	Oct. 29	Nov. 21



AD SIZES

2 PG SPREAD

Trim Size = 16 x 10.5*
Bleed Size = 16.25 x 10.75

FULL PAGE

Trim Size = 8 x 10.5*
Bleed Size = 8.25 x 10.75
Live Area = 7 x 9.625

2/3 PAGE

Vertical = 4.625 x 9.625

1/2 PAGE

Vertical = 4.625 x 7.125
Horizontal = 7 x 4.75

1/3 PAGE

Vertical = 2.25 x 9.625
Square = 4.6265 x 4.75

1/6 PAGE

Vertical = 2.25 x 4.75
Horizontal = 4.625 x 2.25

* Pull bleed 1/8" all four sides for bleed page. For additional production services, call for more information.

SPECIAL EDITIONS

Luxury Home Tour Program
June/July Midwest Home *
Fall Home & Garden Show Program
October Midwest Home *

* Special Section - contact your sales representative for early closing dates.

Art-Inspired Design
A woodland gem shines in Silchester
PHOTOS BY DE WILSON, LINDSEY HARRINGTON

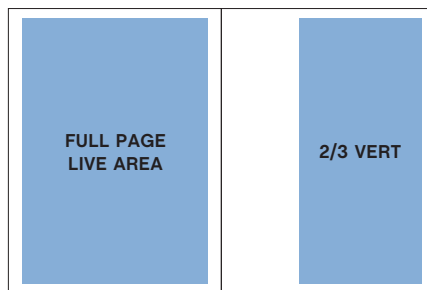
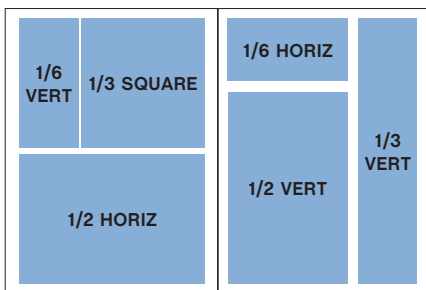
Art-Inspired Design
This stunning kitchen features a marble island, a wood stove, and a granite countertop. The living area features a fireplace, a large window, and a comfortable seating area.

Art-Inspired Design
This large master suite, complete with a walk-in closet and a private sitting room, is the perfect retreat for a busy professional.

ADVERTISING RATES

All rates are net

FOUR COLOR	SIZE	1X	6X	11X
	2 PG SPREAD	\$8,800	\$8,400	\$7,800
FULL PAGE	4,500	4,400	4,000	
2/3 PAGE	3,100	3,000	2,900	
1/2 PAGE	2,500	2,300	2,100	
1/3 PAGE	1,700	1,600	1,500	
1/6 PAGE	950	850	695	



Advertising Policies

CONTRACTS: Oral and written orders for advertising are accepted subject to terms and conditions stated in the standard written contract. Advertisers contracting for three or more insertions within a 12-month period earn frequency discounts. Advertisers who do not fulfill their contracted frequency agreements will be billed for the shorter rate. Credit earned by increased frequency during a contract year will be rebated. Advertising rates are subject to change. Rates are guaranteed for the duration of the original contract.

CANCELLATIONS: Cancellations of reserved advertising space will not be accepted after the published closing date.

TERMS: Net 30 days.

PUBLISHER'S PROTECTION: Advertisers agree to indemnify publisher against liability, loss, or expense as a result of claims or suits based on advertisement content.

ADVERTISING POLICY: All advertising is subject to publisher's approval.

ADVERTISING COLLECTIONS: Payment is due within 30 days of date of invoice. Greenspring Media Group is entitled to reasonable attorney and collection fees on all past due accounts.

ISSUANCE AND CLOSING: Midwest Home magazine is delivered by the 28th day of the month preceding the cover date. Closing date for space reservations is approximately the 15th of the second month preceding the issue date. Advertising reservations are accepted through the closing date.

Materials for ads needing production are due on closing. Digital ready ads received after the digital deadline date are subject to a \$50 late fee. Proof of advertisement will not be issued for materials received after closing date.

AD ARCHIVING AND RETRIEVAL: Digital ad materials are archived for two years and then destroyed unless otherwise specified. Once payment is received for production, upon request, newly created ads and ads with major changes are provided to advertiser on a CD for use in other publications. Extra CDs are \$25 each.

RETURN OF ARTWORK: Return address and contact info must be provided for return delivery of materials (zip disks, transparencies, photos, etc.) Floppy disks, CDs and color proofs will not be returned unless requested.

Mechanical Requirements

PRINTING PROCESS: Web Offset, printed at 133 line screen

BINDING METHOD: Perfect Bound

TRIM SIZE: 8" x 10.5"

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.

- All ads should include a hard copy of the ad. If color accuracy is important, any four-color ads should include a matchprint or equivalent digital color proof.
- All ads must include hi-res files (300 dpi), any graphics or logos (.tiff, .eps or .ai), and all fonts used in the ad or graphics. Please remember to "collect for output" or "package" prior to submitting the ad.
- We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res photos from RGB to CMYK. We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

We do not accept Pagemaker, Microsoft Publisher, Word, or PowerPoint files. We may be able to convert other PC file formats for a fee. Please call to verify.

We prefer digital submission to film. (When film is submitted in a digital workflow, the scanning process can alter the color and quality of your ad.) There is a \$200 charge to digitize 4 color film and a \$50 charge for B&W film. It is to your benefit to submit your ads digitally.

Submitting Ads

UPLOAD SITE: www.greenspring.com/uploads (preferred method)

Files should be:

- Compressed
- Not contain \ / : * ? " < > | in the file name
- Limit file name to advertiser_abbreviated issue

EMAIL: ads@greenspring.com

Include the following with all compressed files sent via email:

- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Limit file name to advertiser_abbreviated issue

DISK: (Mac Formatted)

All disks should be labeled with the following:

- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Return address if disk is to be returned
- Limit file name to advertiser_abbreviated issue

COURIER OR US MAIL:

Greenspring Media Group
600 U.S. Trust Building
730 S. Second Avenue
Minneapolis, MN 55402

ATTENTION: Traffic Manager

Ad Creation Cost

**BASE COST FOR AD CREATION
(SCANS ARE EXTRA)**

SIZE	COLOR
FP	\$150
2/3	\$140
1/2	\$130
1/3	\$110
1/4	\$110
1/6	\$90
1/12	\$70

COST PER SCAN (20% discount on 3+ scans)

COLOR: \$50 up to 4" x 6" • \$65 up to 8" x 10"

Ad Changes

Production charges are in addition to space rate and are non-negotiable, and non-commissionable. Production is billed at \$65 per hour with a minimum of \$20 for type changes, resizing, color changes, etc. These prices should be used as a guideline only. Additional charges may apply.

Contacts

ABBEY JENSEN: Traffic Manager, 612.371.5849 or ajensen@greenspring.com. Please contact Abbey with questions regarding deadlines, extensions, ad specs, etc.

TABITHA ELGIN: Production Assistant, 612.371.5839 or telgin@greenspring.com. Please contact Tabitha with technical questions about advertising requirements.