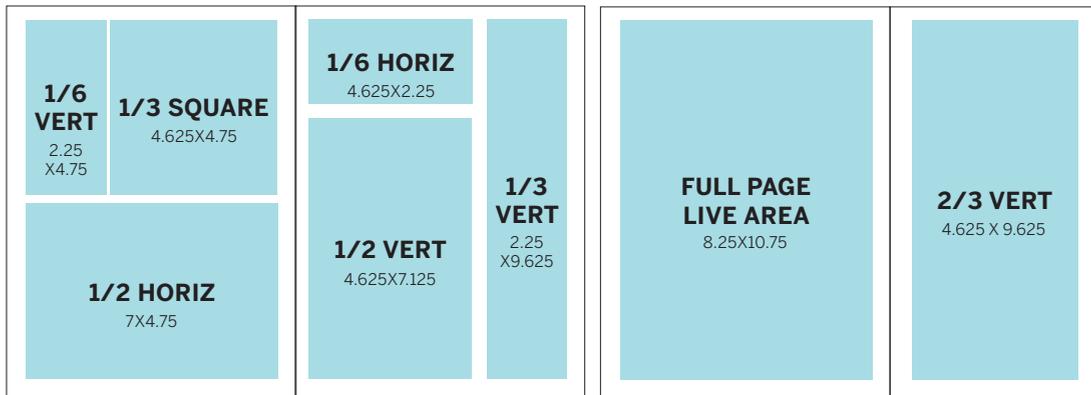


MIDWEST HOME 2017 RATES & REQUIREMENTS



MECHANICAL REQUIREMENTS

PRINTING PROCESS: Web Offset, printed at 150 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 four 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
706 Second Avenue South, Suite 1000
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 \$75 per hour with a minimum of \$25 for type changes, resizing, color changes, etc. These prices should be used as a guideline only. Additional charges may apply.

CONTACTS

Designer + Prepress + Ad Traffic 612.371.5839. Please contact your account rep with questions regarding deadlines, extensions, ad specs, and technical questions about these advertising requirements.