



NARI RATES

(15% discount for National Association of Remodeling Industry. This will be an ongoing advertising supplement within the magazine)

	1/4 page	1/2 page H	1/2 page V	Full page	Spread
5x	\$680	\$1,233	\$1,233	\$1,661	\$2,911
4X	\$765	\$1,365	\$1,365	\$1,815	\$3,166
2X	\$850	\$1,462	\$1,462	\$1,954	\$3,449
1X	\$1,063	\$1,594	\$1,594	\$2,414	\$3,828

FULL-SIZE ADS

	AD DIMENSION	LIVE AREA
Full Page		
bleed	8.625" x 11.125"	7.875" x 10.375"
trim	8.375" x 10.875"	
Double Spread Page		
bleed	17" x 11.125"	16.25" x 10.375"
trim	16.75" x 10.875"	
gutter	0.5" x 10.875"	

FRACTIONAL-SIZE ADS

	AD DIMENSION	LIVE AREA
1/2 Page Vertical		
non-bleed	3.8125" x 10.375"	
1/2 Page Vertical (special occasion)		
bleed	4.3125" x 11.125"	3.5625" x 10.375"
trim	4.0625" x 10.875"	
1/2 Page Horizontal		
non-bleed	7.875" x 5.0625"	
1/2 Page Horizontal (special occasion)		
bleed	8.625" x 5.5625"	7.875" x 4.8125"
trim	8.375" x 5.3125"	
1/4 Page		
non-bleed	3.8125" x 5.0625"	

Formats: Central Ohio Home & Garden prepress operations are 100% digital. Central Ohio Home & Garden uses a Macintosh OSX system and supports: PDF, EPS and JPG formats (JPG for images only, not completed ads).

Supported Media: Central Ohio Home & Garden supports CD, DVD and other media formats.

Supported Applications: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat.

PDFs: Central Ohio Home & Garden accepts ads submitted in a PDF format. When preparing your PDF standard bleed and trim marks should be included but not in the "live" or "bleed" area. Embed the complete set of fonts not just the subset in your PDFs. Use the highest level or press setting resolution when

distilling with a minimum of 350 dpi.

Screen ruling: Central Ohio Home & Garden will be printed at 175 line per inch.

Color space: All materials should be delivered in CMYK only.

Image resolution: Photographic images should be prepared at a resolution of no less than 350 dpi at 100%. Line art and bit-mapped images should be a minimum of 1500 dpi at 100%. Vector based artwork is preferred, such as Illustrator EPS files.

Proofs: A color laser proof should be submitted with electronic ad submissions.

Fonts: All fonts used should be Type 1 postscript.

Send materials to: <http://printads.dispatch.com>.

Closing Date:	Materials Due:	Electronic Ads Due:	Publication date:
Jan. 5	Jan. 8	Jan. 12	Feb. 18
Mar. 2	Mar. 5	Mar. 9	Apr. 15
May 4	May 7	May 11	Jun. 17
Jul. 13	Jul. 20	Jul 27	Sept. 2
Oct. 19	Oct. 26	Nov. 2	Dec. 9

FOR MORE INFORMATION ON ADVERTISING IN CENTRAL OHIO HOME & GARDEN MAGAZINE, CONTACT YOUR COLUMBUS DISPATCH ACCOUNT EXECUTIVE DIRECTLY OR CALL 614.461.5500.