

2008 ADVERTISING RATES AND SPECIFICATIONS:

Ad size	1x (open rate)	6x	10x
Full page	\$1,750	\$1,475	\$1,300
3/4 page	\$1,500	\$1,275	\$1,125
1/2 page	\$1,000	\$850	\$750
1/3 page	\$750	\$640	\$560
1/4 page	\$635	\$540	\$475
1/6 page	\$495	\$425	\$370
1/8 page	n/a	\$360	\$315
1/12 page	n/a	\$320	\$280

All rates quoted are color. Deduct 15% for black & white rates

PREMIUM POSITIONS:

Ad size	1x (open rate)	6x	10x
Center 2-page spread	\$3,000	\$2,500	\$2,250
Back Cover	\$2,200	\$1,870	\$1,650
Inside Front/back	\$2,000	\$1,700	\$1,500

AD DESIGN SERVICES AND POLICIES

The publication offers complimentary ad design services, if needed, to design the initial ad for any advertiser signing a contract schedule for two or more issues. Minor text edits or changes to that ad run in future issues will be done at n/c. New ads that need to be designed will be invoiced as follows:

1/2 page size or larger:	\$295
1/3 or 1/4 size:	\$135
smaller than 1/4:	\$90

Email design@HouseandHomeMag.com (or design@thenext50.net) with any questions/requests

Charlottesville House & Home is published 10x annually, monthly except for double issues in July/August and November/December.

Advertising Deadlines: One month prior to publication date (the 1st of the month.)

Frequency discounts apply to ad schedules run within a 12 month period (10 issues) 5% discount on all pre-paid contracts

For updated information on our editorial calendar check our web site www.HouseAndHomeMag.com

For advertising information:

Sales@HouseAndHomeMag.com

(434) 293-3231

For design questions or to send ad materials:

Design@HouseAndHomeMag.com

(434) 326-1136

Ad Sizes:

Trim Size:

10.875" x 12.125"

Full Page with Bleed:

11.375" x 12.625"

Full Page without Bleed:

9.875" x 11"

