

**The 2017 Hampton Designer Showhouse  
Presented by Traditional Home to benefit Southampton Hospital  
Journal Advertising Reservation Rate Card**

Reservation Deadline: Monday, June 19, 2017  
Mechanical Deadline: Wednesday, June 21, 2017

**Please reserve the following:**

**Mechanical Requirements:**

<input type="checkbox"/> Back Cover <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> 2-page, four color spread <input type="checkbox"/> Page opposite Table of Contents <input type="checkbox"/> Preferred position, full page four color (front of book, before editorial) <input type="checkbox"/> Full page, four color <input type="checkbox"/> Full page, black and white <input type="checkbox"/> Half page, four color <input type="checkbox"/> Half page, black and white*	SOLD SOLD SOLD \$3,750 SOLD \$2,500  \$2,000 \$1,500 \$1,000 \$ 750	<input type="checkbox"/> Full Page Trim <input type="checkbox"/> Full Page Bleed <input type="checkbox"/> Live Area (safety margin) <input type="checkbox"/> Half Page	8.5" wide x 11" deep 8.75" wide x 11.25" deep 7.5" wide x 10" deep 7.5" wide x 4.75" deep
		*For half page black and white ads, simple type-setting can be provided for an additional charge of \$100. Editorial copy for this option must be enclosed with the reservation card. If more extensive design and type-setting services are desired, a price quote for these services will be given once the job requirements have been established.	

**Advertiser Information:**

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

**Payment:**

- Bill me.
- My check in the amount of \$\_\_\_\_\_ is enclosed. Make check payable to Hampton Designer Showhouse Foundation, Inc. and mail to Hampton Designer Showhouse Foundation, Inc., c/o 155 E 55<sup>th</sup> Street, #6K, New York, NY 10022.
- Please charge my credit card in the amount of \$\_\_\_\_\_:

Name as it appears on the credit card \_\_\_\_\_

Billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Credit Card Type \_\_\_\_\_ Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Security Code \_\_\_\_\_

**Ad Materials (please check the box that applies):**

- Ad materials supplied on enclosed CD.
- I will supply ad digitally to [info@hamptondesignershowhouse.com](mailto:info@hamptondesignershowhouse.com)
- HDSF, Inc. to create my advertisement for a fee.

I have read the terms and conditions and agree to their contents (please sign): \_\_\_\_\_

**Please direct all inquiries to:** Hampton Designer Showhouse Foundation, Inc. at 212-980-1711 or email [info@hamptondesignershowhouse.com](mailto:info@hamptondesignershowhouse.com) with the subject line, **Hampton Designer Showhouse Journal 2017.**

**Reservations must be made by Monday, June 19, 2017.  
Mechanicals are due no later than by Wednesday, June 21, 2017.**

## Submission Formats

- Ads should be supplied as “press quality” **Adobe Acrobat PDF files**.
- All black and white ads must be true grayscale.
- All full page bleed ads must have crop marks.

Other accepted digital formats are:

- **CMYK JPG File:** ads must be submitted at actual size with image resolution of 300dpi.

For ads being typeset and/or designed by HDSF, Inc., the preferred format for submitting Company logos is as an Adobe Illustrator EPS (with type converted to outlines). Web graphics (72dpi) are unacceptable. Photoshop files (tif or jpeg) of your logo must be 300dpi at actual printing size. Please send digital files of logos separately rather than embedded in Word files.

*Unless a match print quality proof is provided, HDSF, Inc. cannot be held responsible for color variations. HDSF, Inc. will not be held liable for any error in any advertisement published hereunder. If supplied ad materials do not conform to the printer's specification, the advertiser assumes full responsibility to pay for corrections or to resubmit corrected materials if time allows. **Advertisers will be e-mailed a list of any additional production costs you may incur.** We reserve the right to cancel any ad deemed unsuitable for publication. Notice of ad cancellation must be received in writing before closing date.*

**Materials for ad creation are due by Monday, June 12, 2017.**

**Please contact Hampton Designer Showhouse Foundation, Inc. at 212-980-1711 or**

**[info@hamptondesignershowhouse.com](mailto:info@hamptondesignershowhouse.com) for a quote estimate.**

### **Where to send the ad and materials:**

**Email:** Save the ad with a clearly identifiable name (**company or individual placing the ad**). Please email the files to [info@hamptondesignershowhouse.com](mailto:info@hamptondesignershowhouse.com) or you may send large files through [www.hightail.com](http://www.hightail.com) or Dropbox to the email address listed.

**Mail:** Please save the file onto a disc and mail it to the address listed below.

### **Please send the Journal Advertising Reservation Rate Card and payment to:**

Hampton Designer Showhouse Foundation, Inc.

c/o 155 E 55<sup>th</sup> Street, #6K

New York, NY 10022

Fax: 212-980-1615

*Please be sure to retain a copy of the contract for your records.*