

## B & W RATES

AD Size	1X	6X	13X	18X	26XC*
Tab Page	8275	7445	5180	4210	3240
Junior Page	5215	4695	3260	2685	2110
1/4 Page	3230	2915	1860	1505	1145
Strip	2870	2590	1650	1355	1010
1/8 Page	1960	1765	995	805	615

Special positions: Add 15% of space and color charge.

\* 26XC Rate Based On Ad Appearing Every Issue

## COLOR PREMIUM

	1X	6X	13X	18X	26XC*
2 Color Standard	600	540	395	370	345
2 Color Matched	1065	965	710	670	630
3 or 4 Color	1720	1550	1135	1065	995
Spreads	Double earned color premium				
5th Color Matched	525	525	525	525	525

## INSERTS

Black and White space cost plus insert charge of \$1300.  
For multi-page insert space cost contact publisher.

## RATE POLICY

Rate based on a non-cancellable contract. If cancelled, ads run would be short-rated to the nearest earned frequency based on the rate card.

Special positions are non-cancellable within 90 days of ad space closing.  
15% Agency Commissions given when ad materials are supplied.

**TERMS AND CONDITIONS** - Net due fifteen (15) days from invoice date. No cash discount. After thirty (30) days, the gross amount will be due and we will no longer honor the fifteen (15%) discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

## CLASSIFIED RATES

### PER WORD RATES

\$2.75 per word  
\$3.20 per word for **BOLD & CAPS**  
\$100 for Blind Box Number  
(one time charge)

**Minimum charge for an insertion = \$175**

ICD Publications can change the dimensions of a per word ad without prior notification.

### DISPLAY RATES

1 COLUMN (2 5/16" x 1")	2 COLUMN (4 3/16" x 1")	FREQUENCY
\$115 gross	\$230 gross	1X
\$110 gross	\$220 gross	3X
\$105 gross	\$210 gross	6X
\$100 gross	\$200 gross	13X
\$80 gross	\$160 gross	26X

Color is an additional 15%

For information or pricing, contact Hope Rosenzweig at  
HopeR@homeworldbusiness.com or (631) 246-9300 ext. 224  
or fax your ad to (631) 246-9496

## SALES OFFICES

**NEW YORK**  
45 Research Way, Suite 106  
East Setauket, New York 11733  
Phone: (631) 246-9300  
Fax: (631) 246-9496

**CHICAGO**  
175 Olde Half Day Road, Suite 240  
Lincolnshire, Illinois 60069  
Phone: (847) 913-8295  
Fax: (847) 913-9202

**New Jersey:** Phone: (201) 225-1700 Fax: (201) 225-1705

**homeworldbusiness.com**  
the housewares retailing portal by **HOMEWORLD**

Call Your HomeWorldBusiness Representative For  
Web - Print Advertising Package Rates

## AD SIZES

**LIVE AREA: Keep live matter 1/2" away from all bleed edges.**

**Tabloid** - Live area ..... 9 1/2" x 12 1/2"  
Tab Page - Full Bleed..... 11 1/8" x 13 1/2"  
Tab Page - Trim..... 10 7/8" x 13 1/4"

**Junior Vertical** - Live area..... 7" x 10"  
Vertical Junior - Bleed..... 8 5/8" x 10 3/4"  
Vertical Junior - Trim..... 8 3/8" x 10 1/2"

**Junior Horizontal** - Live area ..... 10" x 7"  
Horizontal Junior - Bleed ..... 11 1/8" x 7 5/8"  
Horizontal Junior - Trim..... 10 7/8" x 7 3/8"

**Quarter Vertical** - Non bleed only ..... 4 7/8" x 6 1/2"

**Quarter Horizontal** - Non bleed only ..... 7 3/8" x 4 1/2"

**Strip Vertical** - Live area ..... 3" x 10"  
Strip Vertical - Bleed ..... 3 7/8" x 10 5/8"  
Strip Vertical - Trim ..... 3 5/8" x 10 3/8"

**Strip Horizontal** - Live area ..... 10" x 2 5/8"  
Strip Horizontal - Bleed..... 11 1/8" x 3 5/8"  
Strip Horizontal - Trim ..... 10 7/8" x 3 3/8"

**Spreads:** Call the Production Department for specs.

## ELECTRONIC SPECS

### ACCEPTABLE DIGITAL FILE FORMATS:

The original ad layout document, fonts and images accompanied by PDF file.

Preferred Applications: Adobe InDesign CS5.

Others: Adobe Illustrator CS5; Photoshop CS5; Adobe Acrobat Distiller 7.0; Quark XPress 7.0. (Illustrator and Photoshop are not recommended for creating layout files.)

**PDF format:** Submitted ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the job options files that should be used when creating PDFs. PDF files can not be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

### UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

### COLOR SPECS:

• All images, backgrounds & copy must be CMYK. Ads received in RGB format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300%. (ie. C=100, M=100, Y=50, K=50)

• Save all files and images without ICC profiles.

### IMAGE SPECS:

• Photos should be 300dpi at their actual size, in CMYK.

• Set transparency flattener to at least 300 dpi where applicable:

- 1200 dpi for Line Art. 300 dpi for Gradients.
- Set the vector balance to 100% vector.

• Make sure OPI is turned OFF in Quark when exporting files to PDF.

• Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

### GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with your advertiser's name and issue date, NOT "HomeWorld Business."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. ICD assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. HomeWorld Business is not responsible for the final outcome of digital files created on PC.

### ACCEPTABLE COLOR PROOFS:

A valid supplied SWOP color proof that is representative of the ad is suggested. All supplied color proofs MUST meet SWOP specifications.

Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

**PRODUCTION WORK:** If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be destroyed.

## FILE TRANSFER

### Send all digital ad disks to:

Attn: Nadine Salogub - HomeWorld Business - ICD Publications  
45 Research Way, Suite 106, East Setauket, NY 11733  
Phone: (631)246-9300, ext 238

To send via E-mail (files less than 10 mb):

Attn: Nadine Salogub: production@homeworldbusiness.com

To upload digital files: <http://ads.icdnet.com>

accessible via your web browser

No ID & password needed.

ICD must be notified once ad has completed uploading.