



HGTV Ideas 2008 ADVERTISING RATES & SPECS

Advertising Rates	4x	1—3x
Full Page	\$1,890	\$2,100
2/3 Page	\$1,415	\$1,575
1/2 Page	\$1,035	\$1,150
1/3 Page (vertical)	\$750	\$830
1/3 Page (square)	\$750	\$830
Marketplace (1/8 Page)	\$200	\$335
Back Cover	\$2,610	\$2,900
Inside Covers	\$2,250	\$2,500

Advertising Sizes	Inches
Full Page	7.75 x 10.375
2/3 Page	5.1 x 10.375
1/2 Page	7.75 x 5
1/3 Page (vertical)	2.472 x 10.375
1/3 Page (square)	5.1 x 5
Marketplace (1/8 Page)	3.75 x 2.25
Page/Full Bleed	8.5 x 11.25

Advertising Calendar	
Spring Magazine	April 26
<i>Sales and Copy Deadline</i>	March 14
Summer Magazine	July 19
<i>Sales and Copy Deadline</i>	June 5
Fall Magazine	Sept 20
<i>Sales and Copy Deadline</i>	August 7
Winter Magazine	December 6
<i>Sales and Copy Deadline</i>	October 23

Advertising Guidelines

- All photos should be a minimum of 300 dpi (dots per inch).
- Photos preferred size is 4" x 5" transparency for best reproduction.
- Original materials only, no copies of reprints.
- PDFs — preferred source. Print optimized required.
- Artwork downloaded from website is not acceptable due to poor reproduction. JPGs and TIFFs will be subject to review.
- Reverse type/print not allowed unless pre-approved.
- Pricing is discouraged. If pricing is necessary the maximum size will be 10-point type.
- Full bleed available and preferred on full- and half-page units.
- Coupons are discouraged.
- Skagit Valley Publishing Co. reserves the right to refuse any advertisement that fails to meet guidelines.

Safety Margins for full bleed ads: Keep all live matter 1/4 inch from trim, 8 x 10.625
Trim Size: 8.25 x 10.875 inches.

HGTV Ideas will be printed in full color on 60 lb. glossy paper.