

RUG NEWS and Design

PRINT ADVERTISING In RUG NEWS and DESIGN MAGAZINE

Designing, making, and selling rugs & textiles is a global business and has been since before the beginning of recorded history. Rug News and Design tries to cover the whole gamut of subjects both in print and on-line. We talk to manufacturers, retailers and wholesalers. We attend trade shows in the design fields – as well as other industries. We visit museums. We read books. We talk and visit with friends in many rug producing countries. After 42 years in the business, we still are learning.

By Invitation of the Publisher:

Print Package - More than 6x/ year contract

- Print ad in Rug News and Design magazine – distributed to Interior Designers, Furniture Stores and Other retailers of rugs.
- \$600 -- 2 page color ad in advertising supplement insert distributed at 6 major markets/year.
- 2 Free Online Ad
 - FREE 12 months on 2 sites: www.rugnewsanddesign.com and www.rugindustrynews.com
 - Half Price for other ads and positions.
- Co-Marketing
 - Magazine Distribution to your customers.
 - Up to 20 Print Magazines distributed to Retailers of Choice.
 - Up to 20 Electronic Magazines distributed to Retailers of Choice.
- Social Media Activity
 - You provide rugs. We Support your Brand.
 - \$ and Program Proposal upon request and definition of objective.

PRINT DISTRIBUTION is to a list of 13,000 qualified buyers, and 90,000 prospects including retailers, mass merchants, furniture stores, design firms, and other qualified buyers.

TERMS: 8 x Advertisers net 20 days billed monthly. 6-8x advertisers billed monthly, pro-rated over 12 months. Cancelled contracts: short rate applies.

RATES: see rate sheet attached

ONLINE ADVERTISING in

Questions About Ad Packages and Prices Please Contact:
Sarah.Stroh@rugnewsanddesign.com

PRINT SPECS for RUG NEWS and DESIGN Magazine

All submissions must be 300 dpi
We request artwork be submitted in RGB color space if possible

(This facilitates better digital distribution in addition to cmyk print production)

Page Size

- Full Page trim 8-1/2 inch x 10-7/8 inch
- Bleeds – add an additional 1/8 inch of background to all sides of the ad
- Live Area – keep all type 1/8 inch from the non bleed edge of the ad
- Do not use spot colors.
- RGB is now the preferred color space (this is to better facilitate accurate colors on digital devices)

Submission of Ads:

- Submit via email, ftp, wetransfer.com or dropbox.com.
- Include with ad – Name of advertiser; issue month to run
- Include with your ad ONLY fonts that are actually used – (do not include any fonts that are linked to blank spaces. Unused additional fonts will slow the production process.)
- All artwork should be **300dpi**
- Deadline – 1st week of month preceding month of insertion

Tips for Creating Ads that Print the way you expect them to:

PDF created in Adobe :

- All associated graphics Images (300 dpi) and fonts **MUST** be present on the computer when the PDF is generated
- Fonts need to be embedded to process the ad correctly
- Layers should be flattened.

For Adobe InDESIGN Users:

- When generating PDF, choose "PDF/X-1a:2001" as the Adobe PDF Preset. This will prevent the export of unflattened layers.

Quark:

- In Quark, the "Collect for Output" command assists in gathering your files.
- Quark for the Macintosh (ONLY) with all associated images and fonts included with the file, including fonts used in placed EPS files.
- Please include Screen Fonts AND Printer Fonts.
- Images 300 dpi.

Questions About Submissions and Ad Specs Please Contact:
Graham.Stroh@rugnewsanddesign.com