

BROOKLYN HEIGHTS DESIGNER SHOWHOUSE

to benefit the
Brooklyn
Heights
Association

FALL 2019 JOURNAL RESERVATION FORM

Mechanical
Deadline:
Tuesday,
September 3, 2019

Please reserve the following

<input type="checkbox"/> Back Cover*	\$5,000
<input type="checkbox"/> Inside Front Cover*	\$5,000
<input type="checkbox"/> Inside Back Cover*	\$5,000
<input type="checkbox"/> 2-page, four color spread	\$1,750
<input type="checkbox"/> Full page, full color	\$1,000
<input type="checkbox"/> Full page, black and white	\$750
<input type="checkbox"/> Half page, full color	\$500
<input type="checkbox"/> Half page, black and white	\$375
<input type="checkbox"/> Quarter page, full color	\$250
<input type="checkbox"/> Quarter page, black and white	\$200

*Pending availability

Full Page Trim	8.5" x 11"
Bleed Size	8.75" x 11.25"
Live Area	7.5" x 10"
<small>(keep all text/logos within this area)</small>	
Half Page	7.5" x 4.875"
Quarter Page	3.625" x 4.675"

Make sure to allow for .125" bleed beyond page trim.

Offset crop marks to .125". If crop marks appear within the bleed area, the ad will be returned for adjustment.



Submission Formats

- Ads must be submitted as high-resolution CMYK PDFs. We do not accept files in RGB format nor those utilizing Spot Colors.
- All Black and White ads must be true grayscale.
- Please submit final ad files to: showhouse@thebha.org or via WeTransfer or Dropbox. Please use the subject line: Brooklyn Heights Designer Showhouse – Journal Ad

Submitting materials for in-house design by the Brooklyn Heights Designer Showhouse

- Company Logo as CMYK Adobe Illustrator EPS (vector) with type converted to outlines. Web graphics (72dpi) are unacceptable.
- High-res images must be 300 DPI at final size. Do not resample and/or stretch a file larger than its original size.
- Please send digital files of logos as separate attachments rather than embedded in the body of an email or a Word file.
- CMYK (tif or jpeg) of your logo or images must be 300dpi at actual size sent as a separate attachment rather than embedded in Word files.
- **Materials for ad creation due by Wednesday, August 14, 2019.** Contact 212-980-1711 or email showhouse@thebha.org for a quote.

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.

Advertiser Information

NAME _____ COMPANY _____

ADDRESS _____

CITY / STATE / ZIP CODE _____

EMAIL ADDRESS _____

PHONE NUMBER _____

Payment Details

- Please bill me.
- My check in the amount of \$ _____ is enclosed. Make checks payable to **Brooklyn Heights Association** and mail to Brooklyn Heights Designer Showhouse, c/o Journal Office, 155 East 55th Street, #6K, New York, NY 10022.
- Please charge my (circle one) VISA/AMEX/MasterCard in the amount of \$ _____.

CARD NUMBER _____ CVC _____ EXP. DATE _____

NAME AS IT APPEARS ON CARD (please print) _____

BILLING ADDRESS _____

CITY/STATE/ZIP _____

SIGNATURE (REQUIRED) _____

- Brooklyn Heights Designer Showhouse to create my ad for a fee.
- For half page black and white ads, simple type-setting can be provided for an additional charge of \$150. 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.

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

Please direct all inquiries to: Brooklyn Heights Designer Showhouse at 212-980-1711 or email showhouse@thebha.org with the subject line, Brooklyn Heights Designer Showhouse Journal 2019.

Tax ID #11-1504005