

2012 rates & specifications

Ad Size	1X	2X	3X	4X
FULL PAGE	\$3,410	\$3,150	\$2,835	\$2,310
1/2 PAGE	\$2,045	\$1,785	\$1,470	\$1,260
1/4 PAGE	\$1,310	\$1,260	\$1,000	\$840

Inserts and Polybag Options available, please call for details

PRINTING SPECIFICATIONS { trim: 8 X 10.75 }

AD SIZE	LIVE AREA NON-BLEED	TRIM	BLEED
FULL PAGE*	7" X 10"	8" X 10.75"	8.25" X 11"
1/2 HORIZONTAL	7" X 4.75"		
1/2 HORIZONTAL SPREAD	15" X 4.75"		
QUARTER PAGE	3.5 x 4.5		

*Please provide Two-Page Spread as 2 Single page files

Digital Advertising Opportunities @ NEWH.org [on the news page]

Category	Rate/Frequency	AD SIZE
Non-Print Advertisers	\$420/month	100x83 Logo and URL
Print Advertisers	\$315/month	100x83 Logo and URL

AD SPECS Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.

To match the color expectations of our advertisers, Nielsen Business Media requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Nielsen Business Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a:2001 file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- Type: Fonts must be embedded. Use PostscriptType 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity — all objects, artwork or effects in the document should be set at a maximum of 99 percent before flattening layers.

- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a:2001 setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1 a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions Submit PDF/X-1a:2001 advertising materials through our ad portal at www.nielsenadservices.com

- Enter user name: NBM_NEWH for NEWH
- Enter password: NBMUser01 (case sensitive)
- Complete the job ticket and attach your PDF/X-1a:2001 file(s) and hit the Send button.
- Please allow for file(s) to complete processing.
- Provide a SWOP proof along with the insertion order and ship to production contact.
- File naming: Publication abbreviation, issue date and ad name.
- Example: CSN_0410_ABCColor.pdf
- Do not exceed 50 characters in the naming convention.
- When sending a revised file, include _REV at the end of the file name and contact the production manager to alert of the revised submission.
- Example: NEWH_0410_ABCColor_REV.pdf

Files may also be provided via CD or DVD in Macintosh format: Enclose a copy of the insertion order and label the media with the following: Magazine name, issue date, advertiser, agency name, contact name and phone and file name/number. We do not return CDs. **E-mailed ad submissions are NOT acceptable.**

For more information regarding these specifications or shipping address, contact Production Manager, Grace Casey at: 646-654-7293 or Grace.Casey@nielsen.com.



ISSUE dates/Ad Closings

>spring

Issue Date: April
Ad Close: March 5
Materials Due: March 13
Bonus Distribution
• HD Expo & Conference, Las Vegas, May 15-17

>summer

Issue Date: June
Ad Close: April 16
Materials Due: April 24
Bonus Distribution
• NEOCON, Chicago, June 11-13

>fall

Issue Date: September
Ad Close: July 27
Materials Due: August 6
Bonus Distribution
• HD Boutique, Miami, September 11-12

>winter

Issue Date: November
Ad Close: September 25
Materials Due: October 3
Bonus Distribution
• International Hotel/Motel & Restaurant Show, New York, November 10-13

NEWH Regional TradeShows

Houston **Jan 13**
Washington DC/Bethesda
March 16
Atlanta **April 12**
New York **June 22**
Denver **August 9**
Dallas **October 18**

NEWH TradeShow Marketing
Jena Seibel 866.935.6394
jena.seibel@newh.org

SALES INQUIRIES

Vito Salvatore
Account Executive
tel 646.654.4576
vito.salvatore@nielsen.com

Production Inquires
Grace Casey
Production Manager
tel 646.654.7293
Grace.Casey@nielsen.com