

Print advertising Rates 2010

New York House monthly magazine

FULL COLOR	1X	3X	6X	12X
Back Cover	\$ 6,095	\$ 5,310	\$4,790	\$ 4,135
Inside Covers	\$ 5,635	\$ 4,625	\$4,245	\$ 3,475
Full Page	\$ 3,890	\$ 2,990	\$ 2,475	\$ 1,995
2/3 page	\$ 3,500	\$ 2,600	\$ 1,990	\$ 1,685
1/2 page	\$ 2,890	\$ 1,990	\$ 1,600	\$ 1,300
1/3 page,vertical or horizontal	\$ 1,890	\$ 1,490	\$ 990	\$ 800



“Your magazine has increased our brand image and resulted in real business...friends, colleagues, and even competition have called to remark on how fantastic they thought it was.”
 — Stan Ponte, President, Previews New York Coldwell Banker Hunt Kennedy

Ask about customized advertising solutions and multi-title discounts

Ad Reservation Deadline:
 9th of every month
 Completed Ads Due:
 11th of every month*
 *if design services are needed, ad materials are due by the 9th of every month.

Web advertising Rates 2010

www.newyorkhousemagazine.com

ONLINE ADS	Monthly	3 Months	6 Months
Leaderboard 728 x 90 pixels	\$ 750	\$ 650	\$ 550
Rectangle 300 x 250 pixels	\$ 450	\$ 350	\$250
Feature Property Sponsorship Banner 300 x 60 pixels	\$ 395	\$ 295	\$ 195
Digital Edition Sponsorship Banner 300 x 60 pixels	\$ 395	\$ 295	\$ 195
Category Sponsorship Banner 300 x 60 pixels	\$295	\$ 195	\$ 95

CATEGORY SPONSORSHIP	Monthly	3 Months	6 Months
<i>Includes Category Sponsorship Banner on Home Page and static ad placement on relevant interior pages</i>			
Leaderboard 728 x 90 pixels	\$ 395	\$ 295	\$ 250
Rectangle 300 x 250 pixels	\$ 350	\$ 250	\$ 195
Skyscraper 160 x 600 pixels	\$ 295	\$ 195	\$ 250

Ask about Online Directory Listings and additional web options

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Ad Submission Guidelines

We offer a variety of ways for you to submit your ad materials, including a convenient, direct-to-production upload using our ad materials uploader (AMU).

Use Our Upload Server: ads.scheinmedia.net

- Submit all files directly to production
- Materials placed onto our server instantly
- No more lost attachments!

- 1 Using your web browser, go to: ads.scheinmedia.net
Enter your contact information as well as any special instructions regarding your ad.
- 2 Click the ADD button, and choose the file you wish to upload. You can submit as many files as necessary. Now press the UPLOAD button.
- 3 DONE! You should see a list of all the information and files that you have just sent to us. If it is on that list, we have it and we will send you a proof of your ad in 2-3 days.

Ad Graphics

Submit as Adobe PDF, EPS, TIFF, or JPEG files. Do not send in original application files (InDesign, Illustrator, QuarkExpress, Photoshop, MS Word)

Ad Copy

Submit within the Ad Copy section of the Upload Server [step 1 above], or added as a MS Word file [step 2 above]. Do not send in images within a MS Word document– send all images as separate .jpeg files.

Acceptable Ad Materials
Adobe PDF (Saved as pdf/x-1a or press quality) EPS, or TIFF/JPEG. Minimum resolution 300 dpi at 100% of final print size. Microsoft Word, for copy only, please do not format or send in ALL CAPS.

Unacceptable Ad Materials
Adobe Pagemaker, Quark, Microsoft Publisher, Powerpoint, or Works.

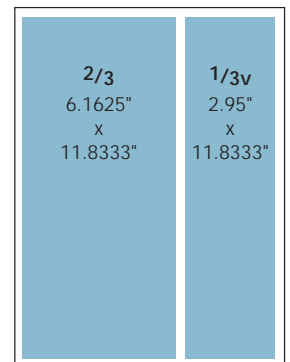
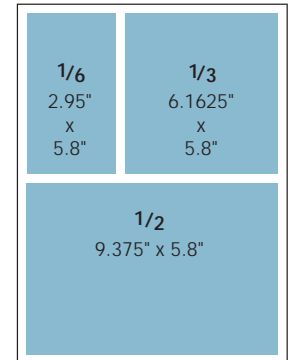
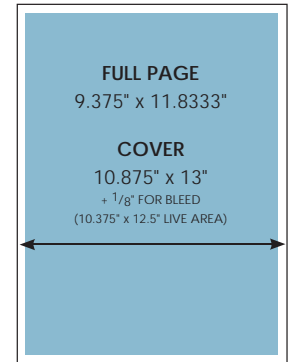
Email
Production will also accept your Ad Files sent directly via E-mail to: ads@scheinmedia.com. Include your company name in the Subject line of the email and note any specific instructions.

Snail Mail
Send CD's or photographs to our office:
ScheinMedia, 233 Fair Street,
Kingston, NY 12401
Attn: Production Department

Real Estate Listings
MLS photos are not sized correctly, so be sure to double check the photo quality. We cannot guarantee your satisfaction with photo submissions that do not meet our minimum requirements.

Name your photos—your camera automatically assigns each picture an identification number. Please RENAME your photos with the property ADDRESS or MLS# instead of the camera number. RIGHT CLICK on the JPEG photo icon, a menu will pop up, scroll to RENAME, and type the ADDRESS or MLS# of the property in the space now occupied by the camera ID Number (Keep the file extension .JPG or .JPEG). This will assure you that we get the right photo matched with the right listing description. It also makes storing and searching thru your own photo files much easier and faster.

Full Color Ad Sizes



New York House: your authority on Green Design and Green Building

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POLICIES AND PROCEDURES Publisher reserves the right to charge the Advertiser for the cost of unforeseen production work at a rate of \$25 per hour, billable in 15 minute increments. Please see the ScheinMedia Fee Schedule for more information. Advertiser owns or controls all intellectual property rights to the advertisement and agrees to indemnify and to hold ScheinMedia, its agents and assigns, harmless from all liabilities, claims, losses, or damage of any kind arising out of the publication of any advertising submitted to ScheinMedia on behalf of the Advertiser. Contents of all advertisements are subject to Publisher's approval. The Publisher reserves the right to reject or cancel an advertisement or insertion order, and to insert the word 'advertisement' above or below an ad.