

2010 Festival of Homes® Rate Sheet

Festival of Homes®
August 28– September 5, 2010

210 36th Ave. SW
One Park H
Norman, OK 73072
(405) 360-4161
(405) 360-4518



RESERVATIONS To Reserve a space call 206-1088

It is the responsibility of the advertiser to furnish an ad, which conforms to the publication specifications.

The Design Book is printed in four color process. All spot colors will be matched in process color. All ad rates are quoted for full color.

All advertising must be paid in full no later than July 12, 2010, or be pulled from the publication.

For graphic artist help, contact:

Anne Richardson, Spec Creative 206-1088

2010 Deadlines



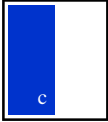
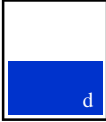
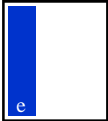



Advertising Space June 14, 2010
Production Art..... June 14, 2010

2010 Ad Rates

\$4,000..... Center Fold
\$2,000..... Back Cover
\$1,500.....Inside Front Cover
\$1,500.....Inside Back Cover
\$1,300.....First Inside Page
\$1,300.....Last Page
\$1,100..... Full Page
\$800.....1/2 Page
\$500.....1/3 Page
\$440.....1/4 Page

Artwork

Ads must be submitted as a high-resolution (300dpi) pdf. Other acceptable formats are: jpg, eps, or tiff. Ads must be submitted on CD. A hard copy of the ad must be submitted along with the CD. **Microsoft Word** and **Publisher** files **ARE NOT** compatible, and will not be accepted. Please include any necessary support files. If you have any questions, please call Anne Richardson at 206-1088

- | | | |
|--|---|--|
| a) Full Page
7.5"x10" |  |  |
| b) Full Page Bleed
8.625"x11.125" |  |  |
| c) Half Page Vertical
3.625"x10" |  |  |
| d) Half Page Horizontal
7.5" x 4.875" |  |  |
| e) Third Page Vertical
2.375" x 10" | | |
| f) Third Page Horizontal
7.5" x3.25" | | |
| g) Quarter Page
3.625" x 4.875" | | |

DISTRIBUTION: 15,500 copies of the design book will be printed and distributed. With an estimated pass-along of 2.6 readers, your advertising message will reach over 40,300 people.

Ad Placement is on a first come basis.

Limitation of Liability: BASCO will have no liability whatsoever to advertiser for any claim relating to any errors or omissions in any advertisement. BASCO's entire liability hereunder, if any claim for damages made against it, whether based in contract or negligence, will be limited to the amount of charges paid, if any. In no event will BASCO be liable for any lost profits or for any consequential, exemplary, incidental, indirect, or special damages arising from or in any way related to this agreement.