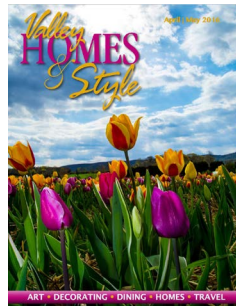


# Valley HOMES & Style



## TECHNICAL SPECS

### THE MAGAZINE

Valley Homes & Style is printed on 70# gloss text paper and trimmed to 8.625" wide by 10.875 high. Content is based on a three column layout. Covers are 80# gloss cover with film lamination on the outside.

### COVERS

#### BACK, INSIDE FRONT AND INSIDE BACK COVER

Full Color, Full Bleed

Page Dimensions  
8.375"w x 10.875"h

Final Ad Size with Bleed  
8.625"w x 11.125"h

Safe Area Dimensions  
(Do not place text outside)  
8.125"w x 10.625"h

### FULL PAGE ADS

Full Color, No Bleed

Ad Dimensions  
8.125"w x 10.625"h

### HALF PAGE ADS

#### HORIZONTAL

Full Color, No Bleed

Ad Dimensions  
8.125"w x 5.25"h

#### VERTICAL

Full Color, No Bleed

Ad Dimensions  
4"w x 10.625"h

### QUARTER PAGE ADS

Full Color, No Bleed

Ad Dimensions  
4"w x 5.25"h

### CLIP THIS COUPON ADS

#### DOUBLE SIDED

Full Color, No Bleed

Ad Dimensions  
7.5"w x 2"h

### BUSINESS CARD AD

Full Color, No Bleed

Ad Dimensions  
3.5"w x 2.5"h

The logo for Valley Homes & Style is located in the top left corner. It features the word "Valley" in a light orange script font, "HOMES" in a large, bold, red serif font, and "& Style" in a light orange script font below it. The logo is set against a white circular background that is part of a larger orange decorative border on the left side of the page. The border features a large, stylized floral pattern in a darker shade of orange.

# Valley HOMES & Style

**T**HE BEST shopping destinations and small towns are highlighted in every issue. We focus on the I-81 corridor from Franklin County, Pa., and Washington County, Md., through the Eastern Panhandle of West Virginia, and south through Winchester, Front Royal and Strasburg, Va. To our east we include Adams County, Pa., down Route 15 to Frederick, Md.

Our primary readers are women of moderate affluence, with an interest in dining, art, culture and travel. She loves cooking, decorating and gardening. Predominantly, our reader is mature, owns her own home and is always looking to upgrade her home and lifestyle.

We distribute a minimum of 10,000 copies published each issue, with less than one percent return.

Our Facebook link allows interaction with friends of Valley Homes & Style while collecting data on the demographics of our readership, with is primarily female, mature and affluent.

Supply press-quality PDF, TIFF, EPS or JPG files, saved at 300 dpi and as CMYK, with all fonts embedded. Photos or logos downloaded from the internet WILL NOT be high resolution and will print pixelated. NO Pagemaker, Microsoft Word or Publisher files accepted. Please create documents 100% to desired ad size.

Files can be supplied via e-mail to:  
Kresha@HomesandStyle.com or Angi@HornbyPublishing.com

## TECHNICAL SPECS

### PREMIUM PACKAGES

#### ALL ABOUT YOU

Includes a feature editorial plus 6 months (3 issues) of half page advertising. One time fee of \$1499, paid in advance.

#### TRIPLE THREAT

6 months (3 issues) of half page advertising. One time fee of \$999, paid in advance.

### PREMIUM POSITIONS

#### BACK COVER

Full Color with Film Lamination  
One Issue \$1499 Per Issue  
1 Year Commitment \$1299 Per Issue

#### INSIDE FRONT COVER

One Issue \$1299 Per Issue  
1 Year Commitment \$1099 Per Issue

#### INSIDE BACK COVER

One Issue \$1199 Per Issue  
1 Year Commitment \$999 Per Issue

#### PAGE 3

One Issue \$1299 Per Issue  
1 Year Commitment \$1099 Per Issue

### INTERIOR POSITIONS

#### FULL PAGE

Full color glossy \$899 per issue  
1 year commitment \$699 per issue

#### HALF PAGE

Full color glossy \$499 per issue

#### QUARTER PAGE

Full color glossy \$299 per issue

#### COUPONS

Full color double sided \$299 per issue

#### BUSINESS CARD ADS

Full color glossy \$100 per issue