

2006 MULTIMEDIA KIT

Draperies &
Window Coverings

25
YEARS

1981-2006



WWW.DWCONLINE.COM

WWW.DWCINTERNATIONAL.COM

WWW.BUYWINDOWCOVERINGS.COM

CELEBRATING 25 YEARS OF PUBLISHING

Draperies & Window Coverings is dedicated to interior fashion professionals specializing in window treatments and the continued growth and success of their businesses. Each month, issues cover design ideas, business profiles, business management issues, industry news and events, and new product information. Regular contributing columnists with successful careers in the industry sharing their knowledge and experience along with solicited articles from the field make up its content of insight, advice and commentary on every aspect of the business and touching on all distribution channels.



"I am proud to have enjoyed *Draperies & Window Coverings* from the first issue to the one today, and will be reading and learning and advertising with you for the next 25 years. Until *D&WC* magazine came on the scene, there was no "real" industry to serve dealers learning how to serve homeowners, and manufacturers learning how to serve dealers. *D&WC* changed all that. Today, as a columnist, an advertiser, subject of a cover story twice, and most of all, an avid reader, I continue to recommend and frequently quote your stories."

— STEVEN C. BURSTEN, CUSTOMERS.COM, EXCITING WINDOWS!

1981-2006

"Twenty years ago, Comfortex introduced itself to the window treatment industry by advertising in *Draperies & Window Coverings*. Through the years, we delivered our message of innovation and partnerships through the magazine, and in the process developed business relationships with thousands of customers. Today, we continue to introduce new products and grow our business in media partnership with *D&WC* as we look forward together to the next quarter century of success".

— THOMAS MARUSAK, COMFORTEX

OUR AUDIENCE CONSISTS OF:

Draperies & Window Coverings' loyal recipients of 29,000*+ home fashion industry professionals and executives are the result of more than 25 years of building and refining its circulation base.

Draperies & Window Coverings' circulation has been audited by BPA International since 1990. Our subscribers consist of owners, managers and sales personnel of custom window coverings retailers, distributors and manufacturers.

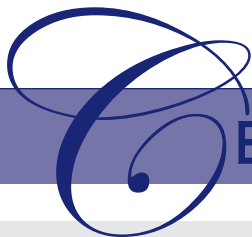


Percentage of Circulation from June 2005 Circulation Statement

Window Coverings Specialty Stores, Wall Coverings Stores, Carpet Stores, Furniture Stores, Dealers, Decorating Centers45.9%
Interior Designers, Contract Designers, Architects, Specifiers33.9%
Converters, Importers, Distributors, Fabric Jobbers, Workrooms, Fabricators, Manufacturers14.0%
Department Stores, Home Centers, Mass Merchants, Discounters1.1%
Others Allied to the Field3.5%
Installers1.0%
Representatives0.6%

Bonus Circulation: In addition to its regular distribution, *Draperies & Window Coverings* also is distributed at regional manufacturer, fabricator and distributor meetings as well as all major industry events.

*BPA International June 2005 Circulation Statement includes average qualified circulation of 26,507 and average non-qualified circulation of 2,558.



CELEBRATING 10 YEARS ONLINE

1996-2006

DWOnline.com—a Decade of Information

Draperies & Window Coverings brings a DECADE of online service to the window covering industry.

DWOnline.com Directory & Buyer's Guide

continues to be the most comprehensive online directory with thousands of visitors who log on to search for new products, services and suppliers in the most up-to-date directory of Who's Who in the window coverings industry.



Grow your business
by partnering with
DWOnline.com.

For 10 years, DWOnline has been the industry's largest and longest-running Web site servicing window covering professionals who visit DWOnline each month for the most up-to-date industry news and to search through 10 years of content.

Drive traffic to your Web site with a variety of banner advertising options to our more than 100,000 monthly visitors.



DWCinternational.com – Global Reach

This international site is linked to DWOnline.com, which boasts more than 100,000 visitors a month within the window covering industry. DWCinternational is used to search products, services and suppliers worldwide.



"Congratulations to *Draperies & Window Coverings*, John Clark, Carolyn Silberman, Howard Shingle, and everyone associated with the magazine on the 25th anniversary of the publication of **D&WC**. For 25 years, **D&WC** has been a leader in not only reporting on our industry, but in helping it to grow and prosper and in encouraging everyone within the industry to strive for a greater level of professionalism, expertise, and honesty. We applaud all of your efforts and look forward to another 25 years of collaboration and partnership in educating dealers and consumers alike on the merits and importance of professionally installed custom window coverings."

JIM MATHEWS, VICE PRESIDENT—CORPORATE MARKETING
HUNTER DOUGLAS WINDOW FASHIONS

PUBLICITY OPPORTUNITIES

TAKE THESE OPPORTUNITIES TO HAVE YOUR COMPANY, PRODUCTS AND KEY PERSONNEL FEATURED IN *DRAPERIES & WINDOW COVERINGS* MAGAZINE.

PUBLICIZE YOUR PRODUCTS

PRODUCT FOCUS—Advertisers, feature your products and services in one applicable, four-color Product Focus in each issue your display ad appears—FREE. (See Editorial/Advertising Schedule for the specific product topics in each issue.)

MARKETPLACE—Send us a photograph plus text describing your new window coverings products, services, fabrics, additional colors, new product applications and product improvements. (Black and white inclusions are not dependent on advertising.)

PORTFOLIO—Highlight the beauty of your window coverings and interior fashion products in full-color room settings. Inclusion is not dependent on advertising. (See Editorial/Advertising Schedule for the specific design themes for each issue.)

CASE HISTORY—Show the industry exactly what your products can do in this four-color publicity feature that details an actual commercial or contract installation in which your products were used or installed.

PUBLICIZE YOUR COMPANY

INDUSTRY NEWS & NEWS MAKERS—Send us a photograph plus text describing your new acquisitions, appointments, awards, relocations, grand openings, seminars, new fabricators and special marketing and sales promotions.

SPECIAL REPORT—Did something special occur affecting your company and its business operations? *Draperies & Window Coverings* provides this opportunity to give the industry a complete update.

GUEST EDITORIAL—Showcase your leadership role. This forum is designed to present your company as the knowledge and experience leader in generating success. Submit a proposal for general how-to's for success focusing on industry-related topics.



SUBMITTING EDITORIAL MATERIALS

News releases, text, product descriptions and photographs may be sent via e-mail to:
hshingle@lclark.com.

Digital photographs should be sent as Mac-formatted PhotoShop or Illustrator documents including .EPS, .TIF and .JPEG files. Photos must be high resolution (300 dpi or greater). Image size should be as large as possible. Please include a printout of photos to be used.

Hard copy materials (CDs, photographs, transparencies, printed news releases) should be sent to:

Howard Shingle, Editor
Draperies & Window Coverings
1724 E. Grand Ave.
Lindenhurst, IL 60046
(561) 627-3393, ext. 335

CLASSIFIEDS

Now you can advertise your Business Opportunities or Help Wanted two ways. In addition to our magazine classified section, *D&WC* now offers online classified ads. For minimal money you can expand your market reach with a classified ad on our DWOnline Web site. Save money by advertising in both the magazine and online versions. Our categories include: Help Wanted, Used Equipment For Sale, Business For Sale, Positions Wanted and Wanted To Buy. Your ad stays online for one month...not just days!

MERCHANDISING PROGRAMS

D&WC NOW OFFERS WEBINARS (seminars on the web) TO ADVERTISERS

Have you ever given a seminar to over 90,000 people at once? **Every month for 6 months!** As a current advertiser in *D&WC* magazine you have the opportunity to tell your sales message with a seminar on our Web site www.DWCOnline.com (WEBINAR). Over 90,000 visitors every month search *DWCOnline* for new information and industry education. Take advantage of your industry expertise and our active audience by placing your sales message in an informative seminar format on our Web site. Contact your *D&WC* Sales Representative for complete details.

CONTINUING EDUCATION WORKSHOP

In the Information Age, success is achieved through knowledge. The CEW article is an instructional/educational article featuring hands-on tips for dealers, fabricators and decorators highlighting your company's expertise and the ways your products and programs can help them distinguish themselves from the competition and operate efficiently and profitably. This program is available to half-page and full-page advertisers and includes a run-of-book ad, the two-page spread CEW and a minimum of 500 four-page reprints—all for one price.

DESIGN SHOWPLACE

Promote your products nationally in an editorial-like format for only \$595 a month and without incurring the production charges associated with creating a display advertisement. You supply a color photograph, slide or transparency (even a color brochure will work) along with 50 words of descriptive copy and we will typeset and do color separations. Include telephone, fax, e-mail and Web site address in copy if desired. A reader service number will be assigned for maximum lead generation. **Net Cost: \$595**

See *Submitting Editorial Materials* on page 4 for specific submission requirements.

WEB SITE DIRECTORY

This handy reference section is part of every issue of *Draperies & Window Coverings* magazine. Your Web site address will run under all applicable product categories in 12 consecutive issues for only \$300 a year for a standard listing and \$400 a year for a **bold** listing.

DIRECT RESPONSE POSTCARD INSERTS

Let your message be heard by 28,000 window coverings and interior fashions professionals. Direct Response Postcards are an effective medium to introduce new products, launch promotional programs, expand your markets, increase sales and generate immediate leads to help your business grow. Get your message to the *D&WC* readers for just pennies a piece by inserting your card into *D&WC* magazine twice annually.

- Color postcards are printed on glossy stock.
- Trimmed size is 5 3/8" by 3 1/2". Maximum printed area on both sides is 5" by 3".
- Bleed is not available. Oversized cards will be cropped at publisher's discretion.

MARCH	SEPTEMBER	Rates	4 Cards	2 Cards	1 Card
Closes: January 26, 2006	Closes: July 25, 2006	B/W	\$1,330	\$1,530	\$1,730
Mails: March Issue	Mails: September Issue	2/C & 4/C	\$2,640	\$2,840	\$3,040

FREE design services available to advertisers. Color separations are additional.



CONTINUING EDUCATION WORKSHOP



DESIGN SHOWPLACE



WEB SITE DIRECTORY



POSTCARDS IN MAGAZINE

CUSTOM MARKETING

TAKE ADVANTAGE OF OUR TURN-KEY APPROACHES TO MERCHANDISING

Combine advertising and a brochure into one with our special two-, four-, eight- or 16-page national merchandising programs. With the soaring cost of putting together collateral material and launching a new product, service or promotion, here are some ways you can accomplish both. Not only does the advertorial appear in the magazine, but it is also an ideal way to print a collateral piece for your additional promotional efforts. These programs offer a fantastic opportunity to get your catalog or corporate story in front of our 29,000+ readers, plus bonus distribution at all major trade shows in 2006.

INSERT ADVERTISEMENTS

Many manufacturers have enjoyed great success with *Draperies & Window Coverings'* insert program—while greatly reducing their direct mail costs. By inserting a pre-printed promotional piece or brochure within the magazine, advertisers are able to maximize exposure to their products and services.

Inserts must be furnished by advertiser and are subject to approval by the publisher.

2006 ADVERTISING & EDITORIAL SCHEDULE

ISSUE	PRODUCT FOCUS	PORTFOLIO	DEADLINES
JANUARY Outlook 2006 <i>Bonus Distribution:</i> Surfaces	<ul style="list-style-type: none"> • Woven Woods Product Report • Surfaces Preview • Preview 2006 	Fresh Starts Interiors featuring new ideas, remodeling makeovers and first home designs.	Editorial: 11-28-05 Ad Closing: 12-2-05 Final Materials: 12-9-05
FEBRUARY <i>Bonus Distribution:</i> CHF, Phoenix, AZ IWCE	<ul style="list-style-type: none"> • Drapery Hardware Product Report • Blind Hardware, Tracks & Components 	Odds & Ends Solutions to design challenges or odd-shaped windows.	Editorial: 12-23-05 Ad Closing: 1-3-06 Final Materials: 1-10-06
MARCH <i>Bonus Distribution:</i> IWCE	<ul style="list-style-type: none"> • Decorative Fabrics & Linings Product Report • IWCE Product Preview 	Going With the Flow Rooms featuring the appeal of fabrics, draperies and soft shades.	Editorial: 1-27-06 Ad Closing: 2-2-06 Final Materials: 2-9-06
SPRING POSTCARD INSERT			Ad Closing: 1-26-06 Final Materials: 2-2-06
APRIL	<ul style="list-style-type: none"> • Industry Web Sites Product Report • Wood & Faux Wood Treatments, Shutters 	Working Spaces Today's home office.	Editorial: 2-24-06 Ad Closing: 3-2-06 Final Materials: 3-9-06
MAY	<ul style="list-style-type: none"> • Horizontal Blinds Product Report • Wall Coverings • Trimmings & Accessories 	Nursery Time Nurturing baby rooms.	Editorial: 3-27-06 Ad Closing: 4-3-06 Final Materials: 4-10-06
JUNE	<ul style="list-style-type: none"> • Soft & Roller Shades Product Report • Drapery Hardware • Motors & Lift Systems 	Bed & Bath Romantic bedrooms, spa-like baths and master suites.	Editorial: 4-24-06 Ad Closing: 5-2-06 Final Materials: 5-9-06

"As one of its first advertisers we are proud to be associated with ***Draperies & Window Coverings*** for 25 years . . . its knowledgeable and supportive staff has been such a help to us in marketing our products to home fashion professionals and executives and has led to continued, profitable results. . . We have watched this well designed magazine grow and change with the industry it covers . . . presenting all facets of this diverse industry from workrooms to fabricators, manufacturers, designers, retail dealers and installers and covering design ideas and trends, sales techniques and hands-on articles . . . Its coverage of industry news, news makers and industry events is top-notch . . . From the creation of the World of Window Coverings, this industry's first trade show, to its annual comprehensive Directory & Buyer's Guide, its debut online, to the latest issue, ***Draperies & Window Coverings*** continues to be the industry's most reliable and helpful resource."

WILLIAM H. CONN, PRESIDENT
OHLINE CORPORATION

2006 ADVERTISING & EDITORIAL SCHEDULE

ISSUE	PRODUCT FOCUS	PORTFOLIO	DEADLINES
JULY	<ul style="list-style-type: none"> • Pleated & Cellular Shades Product Report • Machinery, Equipment & Tools • Woven Woods 	Color Explosion Rooms reveling in today's color palettes.	Editorial: 5-26-06 Ad Closing: 6-2-06 Final Materials: 6-9-06
AUGUST	<ul style="list-style-type: none"> • Wood & Faux Wood Treatments Product Report • Shutters • Window Shadings & Sheers 	Hard to Beat Interiors featuring the many options of blinds and shutters.	Editorial: 6-26-06 Ad Closing: 7-3-06 Final Materials: 7-10-06
SEPTEMBER	<ul style="list-style-type: none"> • Workroom Supplies & Services Product Report • Horizontal Blinds • Draperies: Fabrics, Linings & Hardware 	Coast to Coast Homes decorated for living in coastal regions.	Editorial: 7-24-06 Ad Closing: 8-2-06 Final Materials: 8-9-06
FALL POSTCARD INSERT			Ad Closing: 7-25-06 Final Materials: 8-1-06
OCTOBER Safety Awareness Month <i>Bonus Distribution: IFAI</i>	<ul style="list-style-type: none"> • Motors & Lift Systems Product Report • Exterior Products • Safety Products 	The Easy Life Rooms decorated in relaxed, casual style.	Editorial: 8-28-06 Ad Closing: 9-1-06 Final Materials: 9-8-06
NOVEMBER	<ul style="list-style-type: none"> • Shutters Product Report • Wood & Faux Wood Treatments • Vertical Blinds 	That's Entertainment! Homes ready for gatherings—formal or informal.	Editorial: 9-25-06 Ad Closing: 10-3-06 Final Materials: 10-10-06
DECEMBER	<ul style="list-style-type: none"> • Trimmings & Accessories Product Report • Merchandising & Sampling Systems • E-Commerce/Web Sites 	International Design Interiors highlighting the world of decorating ideas.	Editorial: 10-27-06 Ad Closing: 11-2-06 Final Materials: 11-9-06

PRODUCT FOCUS: ADVERTISERS, FEATURE YOUR PRODUCTS UNDER AN APPLICABLE TOPIC IN THE ISSUE YOUR AD APPEARS.

PORTFOLIO: HIGHLIGHT YOUR PRODUCTS IN A FOUR-COLOR, ROOM-SETTING PHOTOGRAPH BASED ON THE DESIGN THEMES LISTED.

SEND ADVERTISING MATERIALS TO:

Advertising Production Department
Draperies & Window Coverings magazine
 840 U.S. Hwy. One, Ste. 330
 North Palm Beach, FL 33408-3834
 PH: (561) 627-3393, ext. 311
 FAX: (561) 627-3447

SEND EDITORIAL MATERIALS TO:

Howard Shingle
Draperies & Window Coverings magazine
 1724 E. Grand Ave.
 Lindenhurst, IL 60046
 PH: (561) 627-3393, ext. 335 FAX: (847) 356-9013
 E-mail: hshingle@lclark.com

DIRECTORY & BUYER'S GUIDE

THE NO. 1 INDUSTRY DIRECTORY

The annual, comprehensive *Directory & Buyer's Guide* is the industry's best resource guide. More than 28,000 window coverings and interior fashions professionals turn to it all year long when searching for new products, services and suppliers worldwide. As a result, your advertisement earns year-round exposure. Inclusion in the national *Directory & Buyer's Guide* is free to all suppliers.

The Directory includes:

- A complete alphabetical listing of industry suppliers, their addresses, telephone, toll-free and fax numbers, as well as e-mail and Web site addresses.
- A breakdown of suppliers in more than 300 product and service categories.
- A list of industry-related associations.
- A list of suppliers' Web sites.
- A Design Showplace section displaying photos of products.
- A trademark section to help locate suppliers of specific product lines.
- All company information is included in the online version of the directory located at www.DWConline.com.

LOGOS

Highlight your company listing in our annual *Directory & Buyer's Guide* by placing your company logo immediately above your company's profile in the alphabetical Who's Who in Window Coverings section.

Logo rates

4C	\$250
B/W	\$175
Bold/Color Listing	\$175

Packages

3 Target Ads + B/W logo	\$800
3 Target Ads + 4/C logo	\$900

TARGET ADVERTISEMENTS

Add impact to your product category listings with target advertisements placed below your company name within the product categories of your choice in the Who's Who in Product and Services section. Target ads are available in quantities of three. Specifications: 2 5/16" by 1 3/4".

Target rates

Three Targets: \$730 **Six Targets:** \$1,320 **Nine Targets:** \$1,775

DWConline.COM DIRECTORY & BUYERS GUIDE:

The sites most visited section! This online search method for new products, services and suppliers within the window coverings profession is the most comprehensive online directory in our industry. All advertising sold within this section is on an annual basis with the exception of the top level banner. As a result your online advertisement earns year round exposure.

DIRECTORY PRODUCT CATEGORY BANNERS — Exclusive Specs: 468 X 60 pixels. Choose from among 25 primary product categories (i.e. shades or fabrics): **\$1,500 per year, per category.**

DIRECTORY LOGO BANNERS (sold on a per year basis) — Specs: 240 X 40 pixels
9 banners: \$1,695 **6 banners:** \$1,265 **3 banners:** \$700

DWCINTERNATIONAL.COM: Expand your business globally! This site is linked to DWConline and is used to search products, services and suppliers nationwide.



DIRECTORY & BUYER'S GUIDE

2006 DEADLINES

Directory & Buyer's Guide
FREE Company listing forms: APRIL 2006

Advertising reservations:
JUNE 2006

CUSTOM PACKAGES:
Professional Web design and development services are available. Contact your sales representative to customize an internet package to serve your business needs.

BUYWINDOWCOVERINGS.COM

BuyWindowCoverings.com is a nationally advertised online dealer locator program publicized to consumers who are in the market to build or remodel their homes. Consumers can search for a local retailer by product category, brand name, store name or online retailers. They can also get educated without glossary of terms and measuring and installation tips.

ATTENTION SUPPLIERS: Promote your brand product by signing up your retailers at a volume discount. Sign up five or more dealers and receive FREE PRODUCT EXPOSURE in the latest product section. For less than \$4 a month per dealer, you can make sure your retailers' names and businesses come up IN BOLD when a consumer conducts a search for your products.

Promote your sales message through our many targeted sponsor ad banners and product photo opportunities available online. For additional advertising information or to get your customers listed in the directory, contact your sales representative directly or sign up online at BuyWindowCoverings.com.

Call your sales representative for advertising rates on BuyWindowCoverings.com.



HOME PAGE BANNER

This banner is the largest banner ad available and is prominent throughout all pages in the entire site. Home Page Banner ad campaigns are ideal for increasing visibility, lead generation and driving sales.

Monthly: \$750
Annually: \$6,000
(a \$3,000 savings)

LOGO BANNER

Build your company's brands with these exclusive Logo Banners. Located solely on the home page, these banners will get your company noticed fast! Only four available.

Annually: \$3,000

DIRECTORY PRODUCT CATEGORY BANNER

These ads—available on 18 product category pages—are especially effective for targeting focused messages to professionals who are searching for specific product information. The Directory section consistently ranks as one of the site's most visited sections.

\$1,500 per year per category;
exclusive to a single advertiser



MINI TOP BANNER

Located on either side of the Home Page Banner, these ads are also viewed when searching the entire site. Ideal for brand and product visibility.

Annually: \$3,000
(a \$3,300 savings)

PREMIUM BANNER

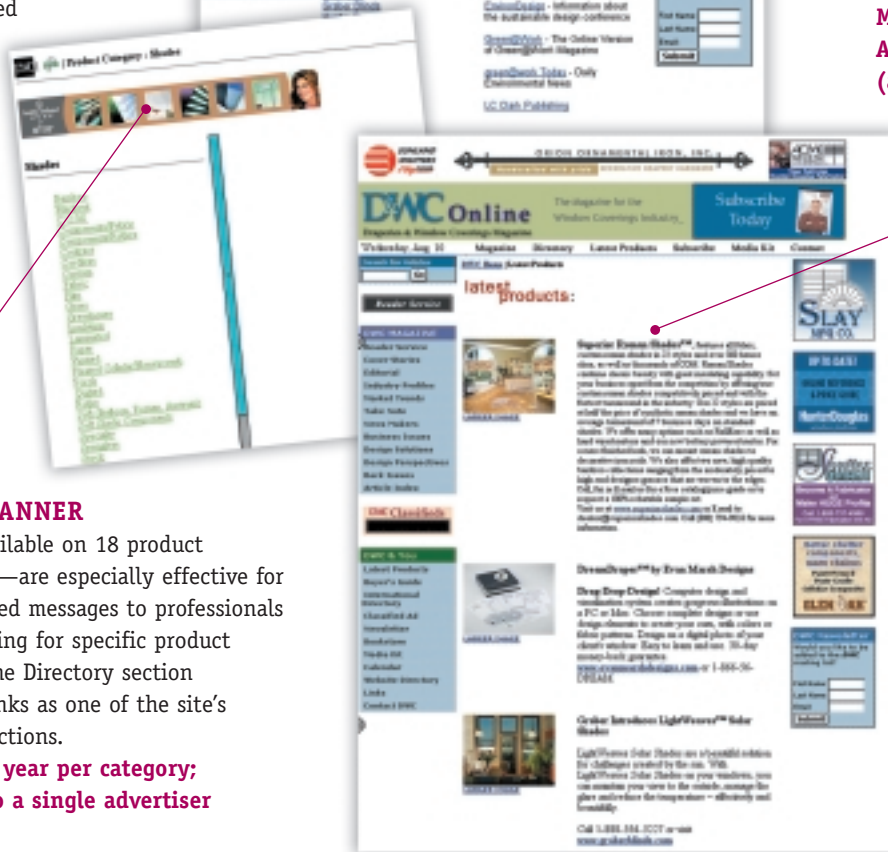
Our most popular banner ad, these can be seen throughout the entire site and are ideal venues for product introductions, links to editorial/white papers, special event announcements, etc.

Monthly: \$875
Annually: \$7,200
(a \$3,300 savings)

LATEST PRODUCTS

Promote your newest products here with a photo and 40 words.

Monthly: \$300



MONTHLY E-NEWSLETTER

Target advertising messages directly to the 13,000+ A & D professionals who receive the *Draperies & Window Coverings* monthly E-newsletter. Sponsorships are available at the affordable rate of only **\$350** each month.

WEBINAR INFO

Take advantage of your industry expertise and our active audience by placing your sales message in an informative seminar on DWConline.com

1 Webinar	\$6,000.00
3 Webinars	\$5,000.00 ea.
6 Webinars	\$4,000.00 ea. - a savings of \$12,000.00

Contact your sales person for more information on webinars or custom online seminar packages.

2006 ADVERTISING RATES

NATIONAL RATES

Space	26X	13X	9X	5X	1X
Full-page					
B/W	\$3,305	\$3,680	\$3,865	\$4,395	\$4,650
2C	\$3,740	\$4,125	\$4,370	\$4,905	\$5,155
4C	\$4,440	\$4,820	\$5,130	\$5,655	\$5,915
1/2-page					
B/W	\$1,975	\$2,240	\$2,320	\$2,650	\$2,865
2C	\$2,415	\$2,685	\$2,825	\$3,165	\$3,370
4C	\$3,100	\$3,375	\$3,590	\$3,920	\$4,120
1/2-page island = 1/2-page rates + 10%					
1/3-page					
B/W	\$1,485	\$1,675	\$1,735	\$2,010	\$2,160
2C	\$1,925	\$2,120	\$2,240	\$2,510	\$2,665
4C	\$2,620	\$2,825	\$3,000	\$3,260	\$3,420
1/4-page					
B/W	\$1,140	\$1,325	\$1,345	\$1,495	\$1,720
2C	\$1,590	\$1,770	\$1,855	\$2,075	\$2,230
4C	\$2,280	\$2,460	\$2,610	\$2,840	\$2,990
1/6-page					
B/W	\$895	\$1,045	\$1,050	\$1,235	\$1,370
2C	\$1,335	\$1,485	\$1,555	\$1,750	\$1,870
4C	\$2,030	\$2,180	\$2,305	\$2,505	\$2,630

COVERS

Sold only on non-cancelable basis. Rates available upon request.

BLEED

Add 10% to space and color charges.

SPECIAL INKS

Add \$175 for fifth or PMS ink and \$450 for metallic ink to space and color charges.

SPECIAL POSITIONS

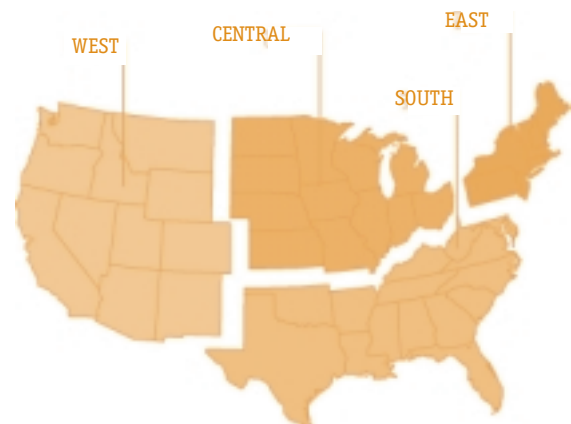
Add 10% to space and color charges for special position, specific placement or placement on consecutive pages. Contract positions are non-cancelable.

Co-op programs available. Contact publisher for information.

REGIONAL RATES

Space	26X	13X	9X	5X	1X
Full-page					
B/W	\$1,260	\$1,375	\$1,450	\$1,605	\$1,680
2C	\$1,650	\$1,760	\$1,830	\$1,985	\$2,065
4C	\$2,025	\$2,150	\$2,215	\$2,375	\$2,450
1/2-page					
B/W	\$860	\$945	\$1,005	\$1,160	\$1,235
2C	\$1,235	\$1,320	\$1,400	\$1,555	\$1,625
4C	\$1,630	\$1,695	\$1,770	\$1,935	\$2,000

1/2-page island = 1/2-page rates + 10%



INSERT RATES

Insert Size	National	Regional (per region)
2-page insert	\$3,960	\$1,540
4-page insert	\$7,370	\$2,860
6-page insert	\$9,240	\$3,300
8-page insert	\$10,900	\$4,120
12-page insert	\$14,200	\$5,060
16-page insert	\$16,500	\$6,000

National inserts of more than 16 pages:

\$950 per additional page

Regional inserts of more than 16 pages:

\$375 per additional page

Additional charges apply for both inserts bound in the magazine or inserts to be polybagged. Contact production manager for tip-in or polybag charges.

ADVERTORIAL RATES (National)

16-page	\$3,300 x 16 =	\$52,800 NET
8-page	\$3,700 x 8 =	\$29,600 NET
4-page	\$4,000 x 4 =	\$16,000 NET
2-page	\$4,200 x 2 =	\$8,400 NET

An additional 10% bleed charge per page applies if layout requires. A 15% agency commission applies if advertorial copy, layout and design is furnished.

SPECIFICATIONS & TERMS

ISSUED

First week of the month.

TRIM SIZE

8 1/4" by 11"

MATERIALS DEADLINES

Ads requiring production are due two working days after the closing date; disks are due five working days after closing. If new advertising materials are not furnished by this date, a previous advertisement will be inserted, regardless of size. Cancellations are not accepted after the closing date.

MANUFACTURING SPECIFICATIONS

D&WC magazine is printed in four-color process with 150-line screen on web offset presses and perfect bound. The magazine is produced with a computer-to-plate process. We require digital files supplied to our specifications for all ads. SWOP standards apply. Reproduction quality will not be guaranteed if incorrect materials are supplied.

AD SPECIFICATIONS

Disks, a printed directory of disk contents, a 100% scale hard copy, and a contact name and phone number are preferred. For critical color match, supply a SWOP approved digital color proof (Kodak Approval, Matchprint or comparable).

If file transfer (FTP) is desired, the following Web site may be used: <http://lcclark.net/ftp/>. Please follow the instructions outlined on the site and fax the required fax form and hard copy proof. **Reproduction using this method is not guaranteed. For guaranteed results, send a disk and hard copy as described above.**

The magazine is produced using a Macintosh platform. The following Macintosh file formats are acceptable: Quark Xpress, Adobe Illustrator, Adobe Photoshop, EPS (outline all fonts), TIFF (flatten) or PDF files created in Adobe Acrobat.

Some PC files may be submitted, however they will incur charges for file conversion. Contact the Production Manager to discuss compatibility before submitting.

Four-color ads must be in CMYK color; Pantone and RGB colors must be converted to CMYK. Remakes due to incorrect file preparation are the responsibility of the advertiser and may be charged based on time.

ARTWORK

All rates are based on client-supplied final artwork. Production services are available through the publisher at an additional charge. Ad materials will be stored for two years and then discarded.

AGENCY COMMISSION

A 15 percent commission applies to recognized agencies with satisfactory credit rating if paid within 30 days of billing date.

TERMS

Thirty days net to companies with satisfactory credit rating. Otherwise, balance due is payable in advance of publication. A service charge of 1.5 percent per month (18 percent per year) is charged on all balances not paid within 30 days of invoice

date. When contracted advertising frequencies are not completed, the advertiser/agency will be rebilled at the rate earned for all advertising during the contract year.

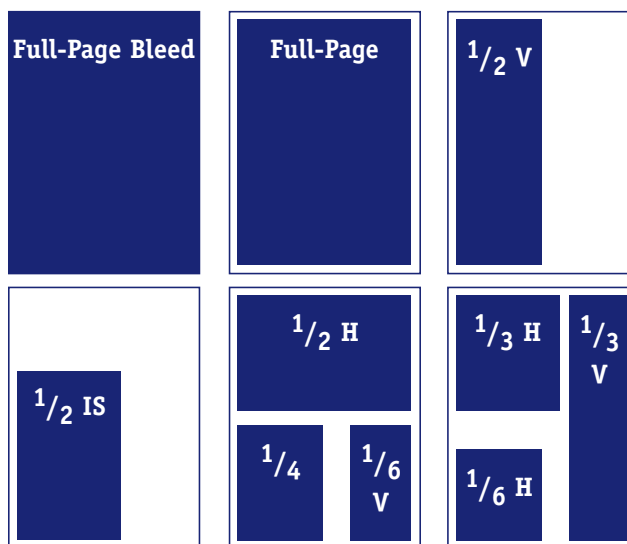
PUBLISHER'S PROTECTIVE CLAUSE

The publisher reserves the right to alter or reject any copy which it feels is not in keeping with the publication's standards. Advertisers and/or advertising agencies assume complete liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any/all claims arising therefrom made against the publisher and agree to hold it harmless.

MECHANICAL REQUIREMENTS

Full-page Bleed	8 1/2" x 11 1/4"
Trim Size	8 1/4" x 11"
Safety	1/4" inside trim
*Spread Bleed	Two-8 3/8" x 11 1/4"
Trim Size	Two-8 1/4" x 11"
Safety	1/4" inside trim
Full-page	7 3/8" x 10"
1/2-page (Island)	4 7/8" x 7 1/2"
1/2-page (Horizontal)	7 3/8" x 4 7/8"
1/2-page (Vertical)	3 1/2" x 10"
1/3-page (Horizontal)	4 7/8" x 4 7/8"
1/3-page (Vertical)	2 5/16" x 10"
1/4-page	3 1/2" x 4 7/8"
1/6-page (Horizontal)	3 1/2" x 3 3/8"
1/6-page (Vertical)	2 5/16" x 4 7/8"

***Supply as two single facing pages, set to the trim size (8 1/4" x 11"), with 1/8" bleed on all outside edges. No gutter bleed is required.**





THANKS TO OUR STAFF

for many years of
dedication and service.

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14 YEARS

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6 YEARS

Credit Manager

Sam Leppanen

4 YEARS

Internet Administrator

Jim Robinette

8 YEARS

Staff Photographer/
Prepress Specialist

*"As a longtime advertiser, Kirsch's partnership with **D&WC** is an important component of our marketing strategy. **D&WC** continues to deliver pertinent editorial and industry insight, making the publication a crucial communication vehicle for Kirsch to reach the interior design community. We are pleased to be affiliated with the magazine and the content it delivers."*

KATJA VON RAVEN, VICE PRESIDENT, MARKETING
LEVOLOR-KIRSCH WINDOW FASHIONS

