

# Draperies & Window Coverings

THE MAGAZINE FOR INTERIOR FASHION PROFESSIONALS

3

6

0



in print



online



in person



digital



DW C 360

2009  
MULTIMEDIA  
KIT

Over 190 years of  
experience and  
service inside.

"Attitude is a little thing that can make a big difference."

John Clark  
28 yrs. - President



"Life is not measured by the number of breaths we take but by the moments that take our breath away."

Carolyn Silberman  
16 yrs. - Publisher



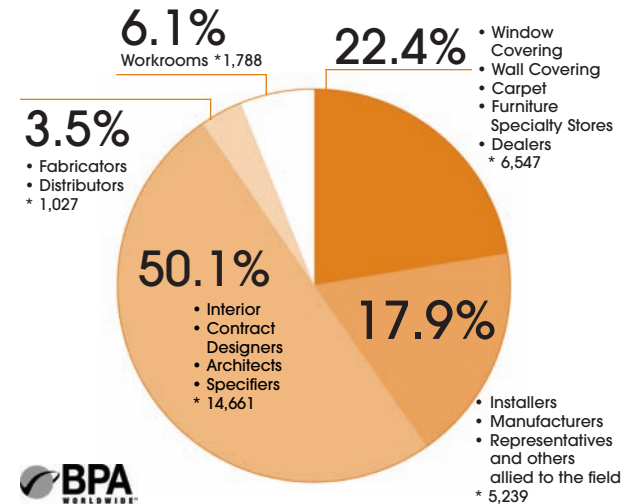
## Mission Statement

*Draperies & Window Coverings* furthers the education and promotes the growth and success of window coverings professionals through its magazine, Web site, digital editions and conferences and trade shows. By providing design ideas, fabrication tips, business profiles, business management ideas, industry news and new product information, *D&WC* has become the oldest, most respected and preferred business-to-business brand in the window coverings industry. Contributing writers and seminar instructors share their knowledge and experience along with solicited participation from the field through all its distribution channels to present information, insight, advice and commentary for retailers, designers, workrooms, fabricators and suppliers.



### DWC 360°

*Draperies & Window Coverings* 360° provides clients and readers with unparalleled access to the vast portfolio of media products and services *D&WC* network has to offer. Our staff, with over 190 years of combined experience, has come together to bring you creative marketing solutions that are not only innovative, but span across multiple media channels. The *D&WC* team has developed and integrated our insight and content into programs that are designed to engage our audience around your brand.



BPA International June 2008 Circulation Statement includes average qualified circulation of 27,702 and average non-qualified circulation of 2,463 for a total average circulation of 30,165.

### D&WC Readers have BUYING POWER

Our readers have strong input on purchasing decisions for the following products and services:

Accessories & Trimmings: . . . . .	86%	Motors/Systems: . . . . .	75%
Awnings/Exterior Products: . . . . .	40%	Shades: Soft & Roller: . . . . .	88%
Blinds- Horizontal: . . . . .	84%	Shades: Pleated & Cellular: . . . . .	83%
Blinds-Vertical: . . . . .	79%	Shutters: . . . . .	79%
Draperies: . . . . .	88%	Upholstery: . . . . .	69%
Drapery Hardware: . . . . .	89%	Wall Coverings: . . . . .	58%
Fabrics & Linings: . . . . .	90%	Window Shading/Sheers: . . . . .	87%
Equipment: . . . . .	77%	Workroom Supplies: . . . . .	72%

**80% of window covering professionals surveyed refer to *D&WC* magazine before making window covering related purchases.**

**Our readers respond to ads:** 85% of readers surveyed have taken an action after seeing advertisements in *D&WC* magazine.

**Your ads have more longevity:** 64% of our readers KEEP their issues of *D&WC* magazine for more than 12 months.

Source: June 2008 Reader Survey conducted via Stellar Survey by LC Clark Publishing.

# EDITORIAL

Publicize your company and products.



“ D&WC features information that covers the entire window coverings industry.”

Carol Terry - Johnathan Terry, LLC

## GUEST EDITORIAL:

Take the lead in delivering business, trend, or design ideas based on your knowledge and experiences to improve and strengthen the window coverings industry.

**CASE HISTORY:** Present your products and how they meet the design challenges of an actual commercial or contract installation.

**PORTFOLIO:** Feature your products and beautiful interior designs with room-setting photographs based on monthly design themes.

**FACE-TO-FACE:** Make the industry aware of the background and growth of your industry supply business.

**SPECIAL REPORT:** Update the industry in-depth on your company's latest special event, anniversary or new facility.



**INDUSTRY NEWS & NEWS MAKERS:** Announce new acquisitions, awards, appointments, grand openings, promotions.

**PRODUCT REPORT:** Broaden your industry-leading image by participating in regular polls seeking to quantify product markets and to present sales opportunities.

**MARKETPLACE:** Showcase new product lines, features and upgrades in this monthly review.

**SPOTLIGHT:** Focus attention on your beautiful, problem-solving, client-pleasing designs.

**PRODUCT FOCUS:** Advertisers, highlight your products with a free color photo and description in specific product categories each month.

“Nothing great was ever achieved without enthusiasm.”  
- Ralph Waldo Emerson

David Zimmerman  
2 yrs. - Graphic Artist



“If we couldn't laugh, we would all go insane.”  
- Jimmy Buffett

Howard Shingle  
15 yrs. - Editor



## SUBMITTING EDITORIAL MATERIALS

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

"Learn from yesterday, live for today, hope for tomorrow."

Tammy Fazio  
10 yrs. - Trade Show  
Manager



## MERCHANDISING PROGRAMS

### ADVERTORIALS

Expand your advertising with a detailed story about your company and products. Advertorials are a great way to introduce new products, provide in-depth knowledge of your services and take readers behind the scenes to learn more about your company.

*D&WC* advertorials are produced to your specifications for a low all-inclusive cost. We will work with you on copy and photographs and present the final product for your approval.

Advertorials get very high readership in *D&WC*—in the magazine, online at [www.DWConline.com](http://www.DWConline.com), and in digital issues. A reprint program also is available.

### CONTINUING EDUCATION WORKSHOP (CEW)

The Continuing Education Workshop (CEW) article is an instructional/educational opportunity to feature hands-on tips to dealers, fabricators and decorators on how your products and services can help them. CEWs run as a two-page spread and include a run-of-book ad and a minimum of 500 four-page reprints all for one price.

### 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. See page 10 for rates.

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

### CLASSIFIEDS

Now you can advertise your Business Opportunities or Help Wanted two ways. In addition to our magazine's classified section, *D&WC* now offers online classified ads. For minimal money you can expand your market reach with a classified ad on our [DWConline.com](http://DWConline.com) 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!

## CUSTOM MARKETING

### TAKE ADVANTAGE OF OUR TURNKEY 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 30,000+ readers, plus bonus distribution at all major trade shows in 2009.

## CONFERENCES



### EXHIBIT AT THE LARGEST GATHERING FOR DESIGNERS & WORKROOMS

*The Draperies & Window Coverings*

Designer & Workroom Conferences

provide the ultimate opportunity to

meet face-to-face with key decision makers who are serious about purchasing products to expand their business. Connect with these key decision makers, grow your business and strengthen your client relationships by exhibiting at one of these upcoming events!

#### Spring Conference Dates:

Southern Designer & Workroom Conference  
Jacksonville, FL - March 12-15, 2009

#### Fall Conference Dates:

Eastern Designer & Workroom Conference

Up-to-date information online at [www.DWConference.com](http://www.DWConference.com)

#### RESERVING YOUR SPACE IS EASY!

Go to [DWConference.com](http://DWConference.com) or contact your sales representative for more information.

#### Why you should exhibit...

- Introduce your new products and services to designers and workrooms
- Expand your brand awareness, see hundreds of customers in just 2 days!
- Capitalize on numerous sponsorship and promotional opportunities.
- Participate in live exhibitor demonstrations
- Network with current and future clients

#### Who will attend?

- Retailers
- Workrooms
- Interior Designers
- Installers
- Fabricators
- Upholsterers
- Slipcoverers
- Decorators

# 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 30,000 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.
- All company information is included in the online version of the directory located at [www.DWConline.com](http://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.

## DWConline.com DIRECTORY & BUYER'S GUIDE:

The site's 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.

## 2010 DIRECTORY & BUYER'S GUIDE DEADLINES:

**FREE** company listing forms: .....JUNE 2009

Advertising reservations: .....JUNE 2009

# DIGITAL MAGAZINE NEW!



Now your most popular magazine will be seen as a digital magazine. Your ad in our print edition will now appear in our digital edition and give you:

- EXTENDED, INTERACTIVE REACH
- INCREASED RESULTS
- MORE TRAFFIC TO YOUR WEB SITE
- ABILITY TO SEARCH ISSUES
- MAXIMIZED AND MEASURABLE ROI



This interactive format will allow you and our readers the chance to easily read, share with colleagues, and click on Web links to get additional resources.

## DIGITAL MAGAZINE ADVERTISING OPPORTUNITIES:

- Multi-media (audio clips, video clips, flash) can be integrated into all ads with the option to have ads play automatically or on demand. \$500 each/per issue.

## ADS COME TO LIFE:

- All ads are interactive with hot links to URLs.
- Subscribers can easily read the digital magazine online, and pass it along to a friend, further expanding your reach.
- All ads and ad enhancements will remain with the issue, appearing whenever a user accesses the archives (for 12 months).

## HOW DO SUBSCRIBERS RECEIVE THE DIGITAL EDITION?

- Subscribers have the option to request a print and digital edition.
- Digital subscribers receive an e-mail notification when the digital edition is ready.
- No proprietary reader or special application is needed to view the digital edition, just a Web browser and Internet connection.
- The monthly digital edition will also be accessible directly from [www.DWConline.com](http://www.DWConline.com)'s home page.

## DID YOU KNOW? DIGITAL EDITION READERS...

- Take action 91% of the time when presented with advertising.
- 83% looked at an advertiser's Web site.
- 41% sent information about an advertiser to a friend.
- 38% contacted an advertiser for more information.

(Source: Texterity BPA Certified Digital Edition Survey 2007)

"To receive much, you must give much!"

Kelley Whitt  
16 yrs. - Vice President



"As I travel through life I simply look down to my feet to find out where I am meant to be."

Jim Robinette  
11 yrs. - Video Production Manager



# 2009 calendar

january

**Portfolio**

*Space Age*

Decors with a sleek, modern minimalism appeal

**Product Focus**

- Builder Market Product Report
- Woven Woods
- Preview 2009

**Outlook 2009**

**Bonus Distribution:**

- Southern Designers & Workroom Conference
- International Builders'
- Show Surfaces

**Deadlines**

Editorial: 11-17-08  
Ad Closing: 12-3-08  
Final Materials: 12-10-08

february

**Portfolio**

*Return to the Classics*

High-quality, classic styling

**Product Focus**

- Drapery Hardware Product Report
- Decorative Fabrics & Linings
- Southern Designer & Workroom Conference Preview

**Bonus Distribution:**

IWCE

Southern Designer & Workroom Conference

**Deadlines**

Editorial: 12-12-08  
Ad Closing: 1-5-09  
Final Materials: 1-12-09

march

**Portfolio**

*Garden of Eden*

Indoors or outdoors, rooms featuring nature's wonders

**Product Focus**

- Soft Shades & Panel Track Product Report
- Blind Hardware, Tracks, Components & Motors
- Wood & Faux Wood Treatments, Shutters

**Bonus Distribution:**

IWCE

**Deadlines**

Editorial: 1-14-09  
Ad Closing: 2-3-09  
Final Materials: 2-10-09

april

**Portfolio**

*Best Supporting Cast*

Highlighting the latest trends in decorative hardware

**Product Focus**

- Industry Web Sites Product Report
- IWCE Product Preview

**Deadlines**

Editorial: 2-16-09  
Ad Closing: 3-3-09  
Final Materials: 3-10-09

may

**Portfolio**

*Eco-Chic*

Rooms featuring sustainable, energy-saving concepts

**Product Focus**

- Green Products Product Report
- Trimmings & Accessories
- Horizontal Blinds

**Deadlines**

Editorial: 3-13-09  
Ad Closing: 4-3-09  
Final Materials: 4-10-09

june

**Portfolio**

*Techno-savvy*

Interiors featuring high-tech living solutions

**Product Focus**

- Motors & Lift Systems Product Report
- Drapery Hardware
- Soft & Roller Shades

**Deadlines**

Editorial: 4-14-09  
Ad Closing: 5-4-09  
Final Materials: 5-11-09

**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) 356-9012  
E-mail: hshingle@lclark.com

**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

**buyer's guide**

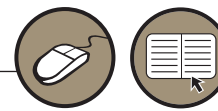
**Deadlines**

Free Listings: 6-09  
Ad Closing: 6-09  
Final Materials: 6-09

Mails in October



## INTERNET ADVERTISING



DWOnline.com

**Quick Facts:**

**90,000+**  
visitors  
monthly

**163**  
back issues  
online

**3,000+**  
articles  
online



Online Advertising provides you the opportunity to **ACE** the competition....

**Active Engagement:** Online advertising provides you with a fierce competitive edge through active engagement with the consumer. Consumers can seek additional product information, make purchases, and provide valuable feedback in a fraction of the time of traditional marketing.

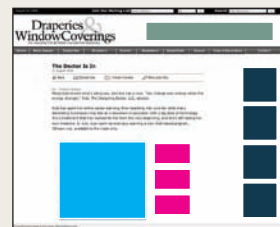
**Cost Effective:** Online advertising is one of the least expensive avenues available for marketing your product or service. In addition, your Web banners can easily be updated throughout the year increasing your ability to attract online readers by highlighting new products, services, and specials.

**Enhance Your Marketing Efforts:** Boost your overall brand by allowing your print and online marketing to work together. Having an online presence compliments the exposure of your print marketing allowing you to increase your reach and frequency to your target audience.

internet rates

Banner	Size (pixels)	File Size	Rate 1x	Rate 12x	Location
Full Banner	468 x 60	25k or less	\$750	\$675	Full site
Square Button	125 x 125	20k or less	\$750	\$675	Full site
Logo Banner	88 x 31	10k or less	\$250	\$200	Home Page
Portfolio	550 x 315	50k or less	\$1000	\$600	Home Page
Button 2 (exclusive)	120 x 60	25k or less	\$250	\$200	Choose from 4 Editorial Sections
Medium Rectangle	300 x 250	25k or less	\$450	\$400	Choose from 4 Editorial Sections

Formats accepted: GIF, JPG, Flash. All banners rotate position with additional banners unless noted. See sales representative for exclusive opportunities.



- Full Banner 468 x 60
- Square Button 125 x 125
- Logo Banner 88 x 31
- Button 2 120 x 60
- Medium Rectangle 300 x 250
- Portfolio 550 x 315

digital magazine rates

### UPGRADES TO DISPLAY AD

VIDEO OR AUDIO OR FLASH ..... \$500

### LINKS

LOGO LINK IN BUYER'S GUIDE ..... \$150  
 3 TARGET AD LINKS IN BUYER'S GUIDE (min.) ..... \$300  
 4 TARGET AD LINKS IN BUYER'S GUIDE ..... \$400  
 6 TARGET AD LINKS IN BUYER'S GUIDE ..... \$600  
 6 OR MORE ADD \$50 PER ADDITIONAL TARGET

### PACKAGES FOR BUYERS GUIDE:

PACKAGE A: 3 TARGETS AND ONE LOGO ..... \$400  
 PACKAGE B: 6 TARGETS AND ONE LOGO ..... \$600  
 PACKAGE C: ONE DISPLAY AD UPGRADE PLUS LOGO .. \$600

\*Note: In order to upgrade or link your ad, target ad or logo, your ad must first appear in the printed edition of that same issue

"The best way out is always through."  
- Robert Frost

Charlotte Vann  
10 yrs. - Circulation  
Manager/Internet Director



# ONLINE SPONSORSHIPS

## IMPACT ADVERTISING

**Videos**-Make your monthly online ads on dwconline.com pop out with a video, the new platform for reaching targeted audiences. Four great choices:

- 1. Video ad teasers**- 20-30 seconds (optimal impact)  
Cost: \$500/month (no production included)
- 2. Video ad features**- 1 minute  
Cost: \$1,000 per month (no production included)
- 3. Video ad clips**- 1-2 minutes includes 10-15 slides and/or photos with an audio file.  
Cost: \$1,500/month (production included)
- 4. Videotutorials**- (ie. "How to ...") This includes 20-30 second commercial spot at beginning with company logo branded throughout video)  
Cost: \$2,000/3 months (no production included)



- \* Audio file can be music or a voice over.
- \* Add \$500 for each additional minute.
- \* Add \$2,000 if D&WC produces the video

## WEBINARS

Sponsor a Webinar (existing or custom) on www.DWConline.com, www.DWConferences.com or www.thewcu.com and receive all the customers' contact information that register for the FREE Webinar. Great lead generation, exposure and branding capabilities. Choose to customize a Webinar and your company name or logo can appear on every slide, with an ad at the beginning.

- \* **Sponsor existing webinar (hundreds to choose from)**  
Cost: \$3,000.net
- \* **Sponsor custom webinar**  
Cost: \$5,000 net for 1 and \$4,000 ea.net for 3. (allow 4 - 6 weeks)

"Honesty is the cornerstone of all success, without which confidence and ability to perform shall cease to exist."  
-Mary Kay Ash

Heather Portnoy  
2 yrs. - Account Executive



## E-NEWSLETTER

Draperies & Window Coverings monthly e-newsletter offers your company a marketing vehicle to deliver your company's message directly to your over 10,000 potential customers' in-boxes. Your banner ad is perfect for quick releases of information, new product launches or as a branding enhancement.

Cost: \$600/month

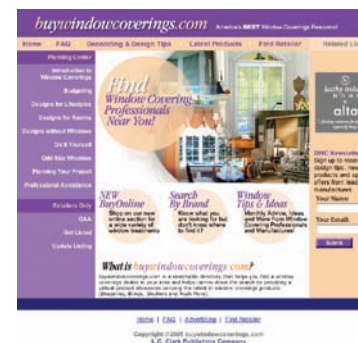
## SURVEYS

Looking for vital market data to target your sales message and better position your company from its competitors? Survey a sampling of our readers, starting at \$1,000.net.



## Buywindowcoverings.com

This is a nationally advertised online dealer locator program publicized to consumers in the market to build or remodel their homes. Contact your sales representative for advertising rates and free listing information.



"Imagination is more important than knowledge..."  
- Albert Einstein

Mark Taylor  
2 yrs. - Internet Division



## advertising rates

SPACE	26x	13x	9x	5x	1x
<b>FULL PAGE</b>					
<b>B/W</b>	\$3,405	\$3,790	\$3,980	\$4,525	\$4,790
<b>2C</b>	\$3,855	\$4,250	\$4,500	\$5,055	\$5,310
<b>4C</b>	\$4,575	\$4,965	\$5,285	\$5,825	\$6,095
<b>1/2 PAGE</b>					
<b>B/W</b>	\$2,035	\$2,310	\$2,390	\$2,730	\$2,950
<b>2/C</b>	\$2,490	\$2,765	\$2,910	\$3,260	\$3,470
<b>4/C</b>	\$3,195	\$3,475	\$3,695	\$4,040	\$4,245
<b>1/3 PAGE</b>					
<b>B/W</b>	\$1,530	\$1,725	\$1,790	\$2,070	\$2,225
<b>2/C</b>	\$1,985	\$2,185	\$2,310	\$2,585	\$2,745
<b>4/C</b>	\$2,700	\$2,910	\$3,090	\$3,360	\$3,525
<b>1/4 PAGE</b>					
<b>B/W</b>	\$1,175	\$1,365	\$1,385	\$1,540	\$1,770
<b>2/C</b>	\$1,640	\$1,825	\$1,910	\$2,140	\$2,300
<b>4/C</b>	\$2,350	\$2,535	\$2,690	\$2,925	\$3,080

DESIGN SHOWPLACE	12x	6x	1x
<b>4/C</b>	\$600	\$650	\$700
<b>WEB SITE DIRECTORY</b>			
<b>STANDARD</b>	\$400		
<b>BOLD</b>	\$500		



### DESIGN SHOWPLACE

Promote your products nationally in an editorial-like format for only \$650 a month without incurring the production charges associated with creating a display advertisement. You supply a color photograph, either digital or transparency, along with 50 words of descriptive copy and we will layout for publication. 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: \$650  
*See Submitting Editorial Materials on page 3 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 \$350 a year for a standard listing and \$400 a year for a bold listing.



## buyer's guide rates

<b>LOGOS</b>	
4C .....	\$260
B/W .....	\$180
COLOR LISTING .....	\$180
<b>PACKAGES</b>	
3 TARGET + B/W LOGO .....	\$825
3 TARGET + 4/C LOGO .....	\$930
<b>TARGET RATES</b>	
THREE TARGETS .....	\$750
SIX TARGETS .....	\$1,360
NINE TARGETS .....	\$1,830

## insert rates

Size			
2-page	\$4,200	8-page	\$11,400
4-page	\$7,800	12-page	\$14,700
6-page	\$9,740	16-page	\$17,000

Inserts of more than 16 pages:  
**\$950 per additional page**

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

## advertorial rates

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

A 15% agency commission applies if advertorial copy, layout and design are furnished.

- Covers** · Sold only on non-cancelable basis. Rates available upon request.
- 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.
- Agency Commission** · A 15% commission applies to recognized agencies with satisfactory credit rating if paid within 30 days of billing date.

# ADVERTISING SPECIFICATIONS & TERMS

## MATERIALS DEADLINES

Final ad files are due five working days after the space closing. If new advertising materials are not furnished by this date, a previous advertisement may 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. 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 100% scale hard copy proof, and a contact name and phone number are preferred. For critical color match, supply a SWOP approved digital color proof. If file transfer (FTP) is desired, a Web site is available. Contact your sales representative or the production department for the URL. Reproduction quality is not guaranteed using this method. For guaranteed results, send a disk and proof as described above.

The magazine is produced using a Macintosh platform. The following Macintosh file formats are acceptable: High-resolution PDF files, Quark, InDesign, Illustrator, Photoshop, EPS (outline all fonts), or TIFF (flatten). PC files should be saved as EPS (outline all fonts), TIFF (flatten), or high-resolution PDF files. PageMaker, Microsoft

Publisher and Word processing files are not acceptable.

RGB, Pantone or spot colors must be converted to CMYK. If a Pantone ink is required please contact the Production Manager. Total four-color ink density should not exceed 290%.

L.C. Clark Publishing Co. reserves the right to adjust ads as needed to meet format requirements.

## ARTWORK

All rates are based on client-supplied final artwork. Production services are available through the publisher at an additional charge.

## 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 made against the publisher arising there from and agree to hold it harmless.

## MECHANICAL REQUIREMENTS

Full-page Bleed 8.5" x 11.25"  
Trim Size 8.25" x 11"  
Safety .25" inside trim

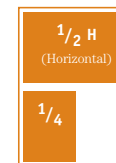
Spread Bleed Two-8.5" x 11.25"  
Supply as two single pages, set to the trim size (8.25" x 11"), with .125" bleed on all outside edges.

Full-page (non-bleed) 7.25" x 10"  
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- Mahatma Gandhi

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9 yrs. - Subscription & Video  
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"Its great to dream but we control our destiny."

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*Draperies & Window Coverings*  
 840 US Hwy. One, Suite 330  
 North Palm Beach, FL 33408

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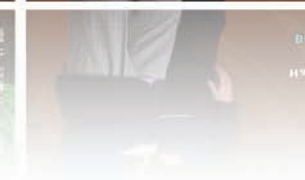
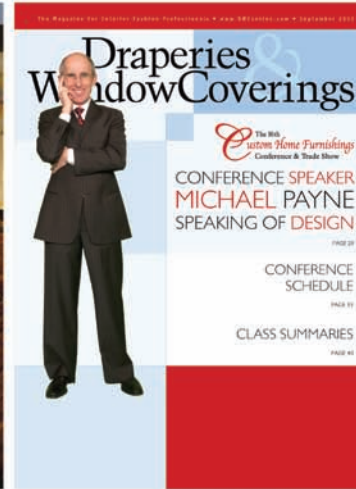
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