



Twin Maples Centennial Show House

214 Springfield Avenue • Summit, New Jersey 07901 • www.historictwinmaples.org

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Dear Twin Maples Centennial Show House Advertising Client,

We are proud to announce the TWIN MAPLES CENTENNIAL SHOW HOUSE (“TMCSH”) to be held October 1, 2008 through November 2, 2008. Twin Maples, a large stately home in Summit, New Jersey, is the setting for what is widely acknowledged as a premier designer event in the metropolitan area. Proceeds from the event will be directed to The Carol G. Simon Cancer Center at Overlook Hospital and the Twin Maples Historic Preservation Fund.

Each visitor to the show house will view the main house, the eco-friendly carriage house, and will receive a copy of the TWIN MAPLES CENTENNIAL SHOW HOUSE JOURNAL. The journal is an important part of our fund-raising efforts. **Advertising in the Show House Journal is by far the most effective way to reach the 20,000 plus expected visitors.** Every guest represents an important potential customer for your services. This affluent audience is reached by placing an ad in the TWIN MAPLES CENTENNIAL SHOW HOUSE JOURNAL at a fraction of the cost of an advertisement in any of the leading high-end demographic publications.

Enclosed is an advertising contract for your consideration. The form should be used to reserve your advertising space.

Please return your contract and a check by July 30th, 2008 (*instructions attached*)

payable to: **TWIN MAPLES CENTENNIAL SHOW HOUSE**

c/o Kathleen Beit

27 Silver Lake Drive, Summit, NJ 07901

Please place your ad with us and take advantage of this unique opportunity to maximize your advertising dollars with this attractive offer.

Please do not hesitate to contact us and please note that our advertising deadline is July 30, 2008.

With warmest regards,

Kathleen Beit

(908) 273-2541

kathleen.lamb.beit@comcast.net

Marianna Hurrell

(908) 277-1517

mhurrell5@comcast.net



SPECIAL FRIENDS: *Honorable Mayor* Jordon Glatt • *Former Mayor* Walter Long • *Former Mayor* Janet Whitman



Twin Maples Centennial Show House

2008 Journal Advertising Contract

Please mail all Contracts and Payments to:

Kathleen Beit
27 Silver Lake Drive
Summit, NJ 07901

STEP # 1: Your Contact Information:

Name of Advertiser: _____ Date: _____

Name of Firm or Individual: _____

Address: _____

City: _____ State _____ Zip: _____

Authorizing Person: _____

Phone _____ Contact: _____

Email: _____

I have read this contract and the attached information sheet and agree to the terms and conditions:

Signature: _____ Date: _____

STEP # 2: 2008 Net Advertising Rates & Page Sizes

RATES, FEES, & SIZE SELECTION: Select 1

Location of Ad	*Bleed	Size	Price
<input type="checkbox"/> Outside Back Cover	<input checked="" type="checkbox"/>	8 5/8" x 11 1/8"	5,000
<input type="checkbox"/> Inside Front Cover	<input checked="" type="checkbox"/>	8 5/8" x 11 1/8"	4,500
<input type="checkbox"/> Inside Front Cover Spread	<input checked="" type="checkbox"/>	17 1/2" x 11 1/4"	8,500
<input type="checkbox"/> Inside Back Cover	<input checked="" type="checkbox"/>	8 5/8" x 11 1/8"	4,000
<input type="checkbox"/> Pref. Color Full-bleed	<input checked="" type="checkbox"/>	8 5/8" x 11 1/8"	3,600
<input type="checkbox"/> Pref. Color, Full Page nonbleed		8" x 10.5"	3,300
<input type="checkbox"/> Pref Color Spread bleed -2pgs	<input checked="" type="checkbox"/>	17 1/2" x 11 1/4"	6,600
<input type="checkbox"/> Pref. Color non-bleed -2pgs		8" x 10.5"	6,000
<input type="checkbox"/> Color-Full page bleed	<input checked="" type="checkbox"/>	8 5/8" x 11 1/8"	2,300
<input type="checkbox"/> Color-Full page non bleed		8" x 10.5"	2,100
<input type="checkbox"/> Color-Spread bleed -2pgs	<input checked="" type="checkbox"/>	17 1/2" x 11 1/4"	3,900
<input type="checkbox"/> B/W Full page bleed	<input checked="" type="checkbox"/>	8 5/8" x 11 1/8"	1,500
<input type="checkbox"/> B/W Full page nonbleed		8" x 10.5"	1,400
<input type="checkbox"/> B/W Spread bleed -2pgs	<input checked="" type="checkbox"/>	17 1/2" x 11 1/4"	2,500
<input type="checkbox"/> B/W Spread nonbleed -2pgs		16 1/2 x 10 1/2	2,250
<input type="checkbox"/> Color-Full 1/2 page horizontal		7" x 4 5/8"	1,100
<input type="checkbox"/> B/W 1/2 page horizontal		7" x 4 5/8"	900
<input type="checkbox"/> Editorial Sponsor **		Line Listing	750

* Bleed: Must be .125 all sides
** Company logo and name to appear in areas such as the History of Twin Maples, Architectural Drawings Pages etc.

STEP # 3: Pay for Your Advertisement: All Advertisements must be paid in full upon order:

My Check To "Twin Maples Centennial Show House" in the amount of \$ _____ is enclosed.

A \$25.00 Returned Check fee will apply if check is returned.

Credit Card Information: Type of Card MC Visa AMEX

Name on Card: _____ Name of Person using card _____

Account # _____ Expiration Date _____

Signature _____ Date _____

STEP# 4: Submit Your AD Copy: Email and/or Mail (NO CHECKS)

Hi-res CMYK pdf's File ONLY

Address on front

Email : twinmaples@sthprinting.com
Subject Line: Name of ad (*PLEASE name your file the name of your company ONLY!*)
Contact Person: Scott Hale
Phone: 908-464-0302
Please send to: STH Printing
c/o Scott Hale
399 Central Avenue
New Providence, NJ 07974

SWOP proof (or equivalent) must accompany your ad to guarantee color -
(TMCSH) hold **no responsibility** for ads without SWOP proof -

All Advertisements must be received no later than September 5th, 2008.

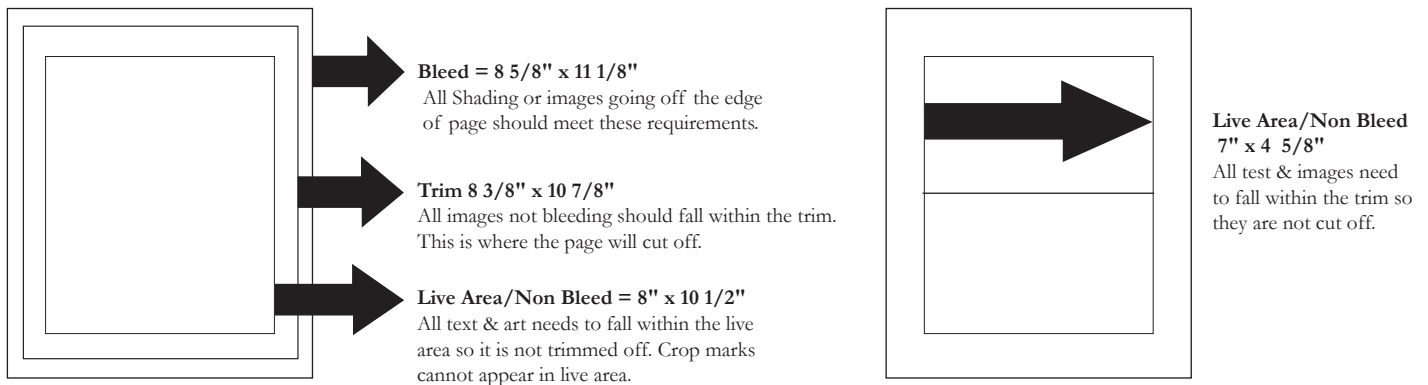
SWOP PROOF

Specifications of Web Offset Publications (SWOP). Using a SWOP certified proofing system ensures that what you see on the proof is what you get on press. Proof simulates the actual dot pattern that the printer will use on their plates.

TERMS & CONDITIONS

- All advertising materials must be submitted as Hi-res CMYK pdf's **ONLY**— 300 dpi, NO RGB files will be accepted
- All fonts/images must be included or embedded.
- No fifth color can be accommodated at this time. All B&W ads must be true grayscale, not converted from color.
- All ads must conform to the size specifications on the front of this contract.
- All ads must have crop marks and they must be positioned 1/4" from ad trim. They must not be visible in the bleed area.
- SWOP proof (or equivalent) must accompany your ad. The proof will be used to verify color and content at press time.
- **TMCSH holds no responsibility for ads without SWOP proof**
- Four Color Laser proofs are **NOT** acceptable guide for color.
- Advertisers will be e-mailed a list of any additional production costs that you might incur.

Measurements for Full Ads and Half Page Ads



MATERIALS FOR AD CREATION (Due Friday September 5th, 2008)

TMCSH can create your ad and one laser proof for you at the cost of \$500 plus the cost of separations and/or processing. For more information contact Scott Hale at 908-464-0302 or email: twinmaples@sthprinting.com. Materials should be submitted in typewritten copy, photographs, illustrations, logos etc. and a detailed sketch of proposed ad. Logos, Icons, Scans: 300 dpi/true grayscale. Submit in preferred size as EPS or JPEG file at 300 dpi.

Rate Policy and Cancellations: All Advertising purchased from the (TMCSH) are payable to the address shown on the invoice upon receipt. All amounts are payable in accordance with invoice terms. Payments must be made by money order, check in US dollars drawn on a U.S. bank or by American Express, MasterCard, or VISA. All advertising is accepted subject to the approval of the Publisher. We reserve the right to cancel any advertisement deemed unsuitable for publication. Notice of cancellation must be received in writing before the closing date.

Limitation of Liability: TMCSH will not be liable for any error in advertisement published hereunder if supplied materials do not conform to the printer's specifications. The advertiser assumes full responsibility to pay for corrections or to resubmit correct materials if time allows. Any changes made by the advertiser after copy has been submitted to the printer will be charged to the advertiser.

All material will be furnished at the advertiser's expense. Furnished material will be returned after September 30th, 2008 upon payment in full.