

ARCHITECTURAL DIGEST HOME DESIGN SHOW

MARCH 22-25, 2012

PIER 94, 55TH STREET AT WEST SIDE HIGHWAY, NEW YORK CITY, WWW.ADHOMEDESIGNSHOW.COM



PHOTOGRAPHY BY JOSHUA MCHUGH; INTERIOR DESIGN BY MR. ARCHITECTURE + DÉCOR

CO-SPONSORED BY:

The New York Times
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SHOW DIRECTORY ADVERTISING

Make the most of your Show presence and grab the attention of 41,000 attendees by advertising in the official on-site Show Directory. Published by **Interior Decorators' Handbook (IDH)**, the directory is not only an invaluable tool for navigating the Show, but also serves as a year-round resource of the leading names in the design industry.

ADVERTISING RATES

Spread	\$4,685
Full Page	\$2,395
1/2 Page	\$1,795
1/4 Page	\$1,195

PREMIUM POSITIONS

Inside Front Cover Spread	\$6,000
Inside Back Cover Spread	\$5,500
Floorplan Spotlight Ad	\$5,000
Opposite TOC	\$3,500

MECHANICAL REQUIREMENTS

Full Page	8.5 x 10.75"
1/2 v Page	4 x 10.5"
1/2 h Page	8.25 x 5.125"
1/4 Page	4 x 5.25"

Closing Date: February 17, 2012

Materials Deadline: February 24, 2012

All digital files should be CMYK, 300 DPI either a TIFF or EPS file. PDF's accepted but need to be high resolution and should be accompanied with a color proof. Fonts need to be supplied, unless you have "created outlines." Files should not be locked or embedded.

SPECIAL DISCOUNT FOR EARLY COMMITMENTS

Commit to your advertising program when signing for booth space and receive a 20% discount on your ad space.

ATTENTION LIFESTYLE COMPANIES

A 10-page advertorial section offers a high-end guide to New York living, from shopping and restaurants, to hotels and real estate.

Only full-page advertisers will be accepted in this section.

Full Page	\$2,895
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BONUS FOR FULL PAGE ADVERTISERS

1. Pre-show preview on idhonline
2. Post show review on idhonline
3. Inclusion in the alphabetical listings section