

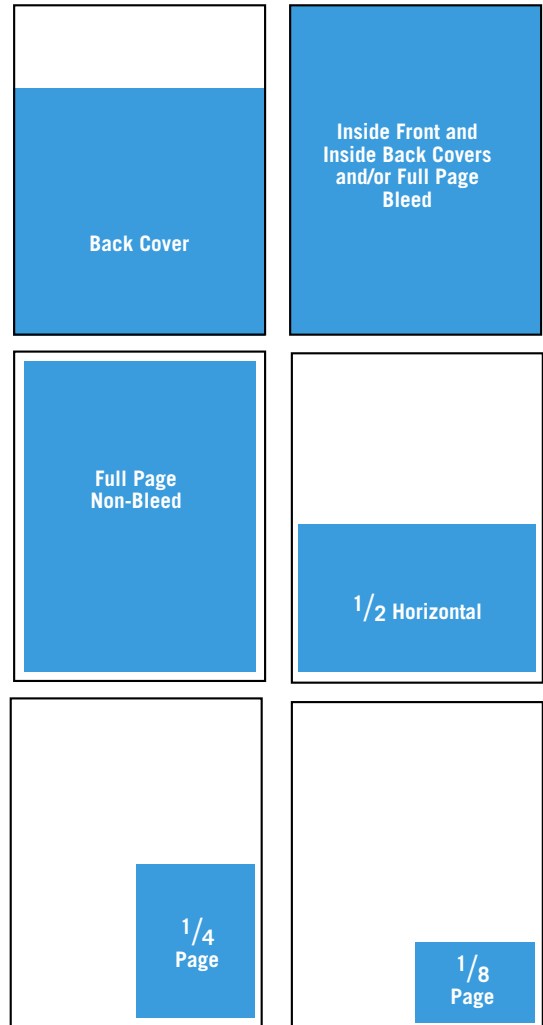
2012 Advertising Rates

Be part of this joint partnership of the Home Builders Association of Greater Cincinnati and Cox Media Group

Advertising Sizes and Rates

Back Cover Bleed	8.5" X 7.75"	\$675
Inside Cover Bleed	8.5" X 11.13"	\$550
Inside Back Cover Bleed	8.5" x 11.13"	\$550
Full Page Bleed	8.5" x 11.13"	\$450
Full-Page Non-Bleed	7.63" x 10.13"	\$450
Half Page	7.63" X 5"	\$265
Quarter Page	3.68" X 5"	\$185
Eighth Page	3.68" X 2.5"	\$135

- All rates are net per issue and are based upon a 6x contract commitment.
- All advertising is four-color process (CMYK), 300 dpi images.
- Ad materials not received on deadline will result in publication of previous ad material submitted.
- Approved advertising submissions must be supplied in PDF format via www.sendyourad.com (submission details on back).
- Ads will be billed by Cox Media Group upon publication date with 20 days net accounts payable terms.



SendYourAd Instructions

Sending Digitally:

Send us your ad over the Internet by accessing www.sendyourad.com. This will provide you with an order form and simple instructions for attaching your ad and its accompanying files.

- Choose direct Mail/Commercial Print
- Choose rep: Bill Lubbers, Debra Hart or Crissy Snyder
- Type "Cincinnati HBA Publication Ad" in the copyline

We accept multiple formats (e.g. Acrobat PDF, EPS, TIFF); however, PDF is the requested — format. **CMYK for color.**

Send Us Your Print Ad (Ad Uploader)

Welcome to the Cox Ohio Media ad upload tool. Use this tool to upload your Ad Image. All fields marked with a * are required. If you have advertising questions call (937)-223-1515. If you are having technical difficulties with the website please call 937-225-6906.

* Advertiser/Agent (who ad is being placed for):

* Company (sender):

* Your Name:

* Ad Type: Retail

* Phone Number:

* E-mail Address:

* First Run Date: January 01

* Your Publishing Newspaper: Direct Mail/Commercial Printing

* Sales Rep Name: Bill Lubbers, Debra Hart or Crissy Snyder

Key Word / Caption: Cincinnati HBA publication

* Color Information: Black & White

* File Type: PDF (preferred)

Notes/Instructions:

* Attach File to Upload:

* Transfer Type: Binary (images or pdfs)

If you would like more information on how your company can send ads electronically, call the Publishing Operations Department at (937) 225-2059 or visit our Electronic Ads Web site at www.sendyourad.com.

Publication Dates

January 27th, 2012
March 29th, 2012
May 29th, 2012
July 30th, 2012
September 26th, 2012
November 27th, 2012

*Publication months are based on the dates the publications are mailed. Newsline will be mailed out the last week of its publication month.



Contact your Cox Media Group Consultant today!

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