



2012 Silvermine Historic House Tour Advertising Specifications

The House Tour Program will be distributed to all ticket holders, volunteers, sponsors, and advertisers. Advertisers will be included in our free Neighborhood Resource Guide on the NASH website at www.nashct.com

(Booklet Size: 5 1/2" x 8 1/2")

PRICING (FOUR COLOR OR BW)

Full Page Ad: \$400

Half Page Ad: \$200

Quarter Page Ad, large vertical: \$175

Quarter Page Ad, horizontal: \$175

Eighth Page Ad: \$100

House Tour Supporter page: text only

One line, 10 word maximum: \$35

Two lines, 20 word maximum: \$50

PREMIUM PLACEMENTS

Back Outside Cover: \$600

Back Inside cover: \$500

AD SPECIFICATIONS

All ads must be created to exact size specifications. (see below)

GRAPHICS:

.TIF, .EPS NATIVE FILE FORMATS ONLY.

300DPI resolution or higher only. Collected files with all fonts included, or high resolution.

PDF files are also accepted if they are prepared for printing in the specified ad size.

JPEG files submitted will be converted to .tif or .eps. Quality/resolution cannot be guaranteed.

***Ads can also be prepared for the advertiser by a professional designer if needed.**

FOR MORE INFORMATION, or if you need help with your advertisement, please contact

Megan Ferrell at 203-202-7317, or by email at meganferrell@optonline.net. She will be happy to assist you.

FORMATS NOT ACCEPTED:

Word, Powerpoint, Excel or any other Microsoft Office program, scans, xerox copies of existing ads, yellow pages ads, or business cards. Scanning of existing graphics or ads is not acceptable for final printing. No file formats other than .eps, .tif or .pdf will be accepted.

DEADLINE

All advertising materials must be received by Friday, August 10, 2012.

PAYMENT

Please make checks payable to: Norwalk Association of Silvermine Homeowners (NASH)

Mail checks to: NASH, P.M.B. 731, 115 New Canaan Avenue, Norwalk, CT 06850

All proceeds are tax deductible and will go toward further historic preservation, conservation of natural resources and other critical issues.

ADVERTISING EXAMPLES

Consistency Counts

Strength on its own can be impressive. When consistency is added, that's when it becomes real. At Northwestern Mutual, we've been able to deliver real strength for over 150 years.

Northwestern Mutual paid more dividends than any company in the industry for the past 13 years.



Put our strength to work for you. Contact me to learn how.



Eric Nelson
CFP® , CLU®
Financial Advisor
(203) 256 - 2167
nmfn.com/ericnelson



05-3001 The Northwestern Mutual Life Insurance Company, Milwaukee, WI (Northwestern Mutual). Eric S. Nelson is an Insurance Agent of Northwestern Mutual (life and disability insurance, annuities) and a Registered Representative and Investment Adviser Representative of **Northwestern Mutual Investment Services, LLC** (securities), a subsidiary of Northwestern Mutual, broker-dealer, registered investment adviser and member FINRA and SIPC. Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements. The dividend scale and the underlying interest rates are reviewed annually and are subject to change. Future dividends are not guaranteed. A.M. Best Company, 2010; limited to ordinary and group life insurance dividends. Dividends are reviewed annually, subject to change and not guaranteed.

FULL PAGE AD
(4 1/2" x 7 1/8")



**Homes with
Glide-Outs™
are Stand Outs!**

Prody Built in the USA
All
Glide-Outs
Feature a
Lifetime
Guarantee



ShelfGenie®
Designed to Transform

-  Storage solutions custom designed, built & installed in your existing cabinets
-  Hold 100 pounds fully extended, so everything is within easy reach
-  Voted Best Home Organizing Product for two years in a row!
-  Locally owned & operated



**Call Today for Your FREE
In-Home Design Consultation!**

(888) 267-1794
www.shelfgenie.com

HALF PAGE AD
(4 1/2" x 3 1/2")

Yvonne Brown GRI

William Raveis Real Estate • 3 Park Street • Norwalk, Ct. 06851

Norwalk Realtor, Silvermine Resident
Experience, Integrity, Service



QUARTER PAGE AD
(Horizontal, 4 1/2" x 1 3/4")



75 Main Street, Norwalk, CT 06851

(203) 838-5823

www.nicholasroberts-finefoods.com

EIGHTH PAGE AD
(4 1/2" x 7/8")


Dominick Fuel Inc.
Dedicated To Your Comfort & Our Environment


FAMILY OWNED & OPERATED SINCE 1945
SERVING LOWER FAIRFIELD COUNTY

- Oil Price Protection
- Automatic Oil Delivery
- Service Contracts
- Budget Plans
- Access Your Account Online
- Fuel Additives For Cleaner, More Efficient Heat
- Heating & Cooling Service & Installation






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24-Hour Emergency Oil Burner Service For Our Full Service Automatic Delivery Customers

Norwalk	Darien
203-866-5836	203-655-8255
New Canaan	Westport
203-972-2806	203-227-4848

CT# S1 389801 • HOD# 498





QUARTER PAGE AD
(Large vertical,
2 1/4" x 3 1/2")

To our 40 year love affair with Silvermine! —**Bruce and Sue Cruikshank**

Many thanks to NASH and all who preserve and protect Silvermine.
 —from **Pete and Mary Steiwer**

HOUSE TOUR SUPPORTER
PAGE LISTING—One or two lines, text only