

# 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.

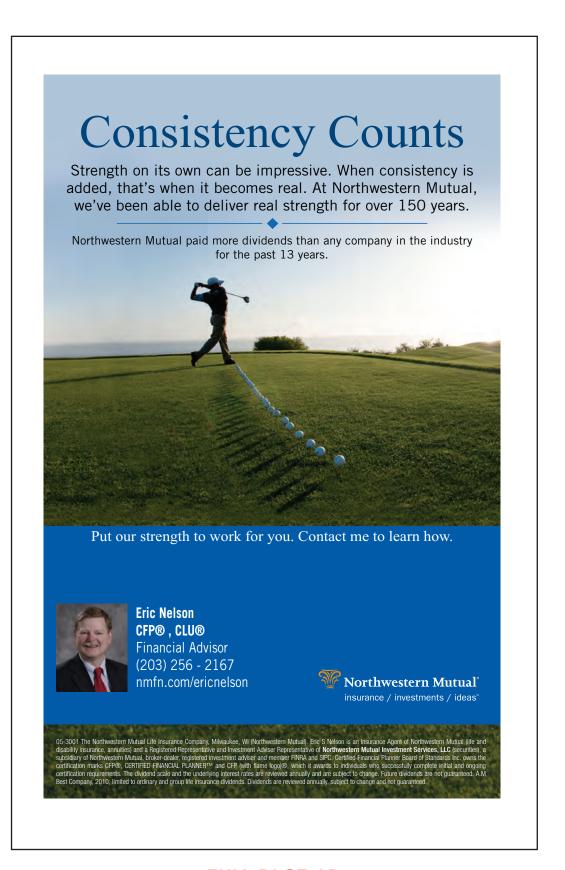
#### **PAYMENT**

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**



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



# 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

# WILLIAM RAVEIS

REAL ESTATE • MORTGAGE • INSURANCE

The Largest Family-Owned Real Estate Company in the Northeast

# 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")



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