



CharityWorks GreenHouse

LIVING WELL BY DESIGN

Program Book 2009
October 11 – November 8, 2009

THE HOUSE

We'd like to invite you to participate in CharityWorks' newest signature event: GreenHouse 2009, a designers' show house celebrating the art and science of sustainable luxury. The CharityWorks GreenHouse is being built from the ground up in downtown McLean, Virginia by a partnership between GreenSpur, Inc. and WEST*GROUP. Together, they have assembled the best and brightest in green design and construction to create an idea house that will demonstrate that beauty, luxury and environmental responsibility are fully compatible.

THE AUDIENCE

The CharityWorks GreenHouse will transcend the traditional show house by engaging the visitor in a conversation about green design and construction. Multiple events are being planned throughout the run to attract a broad spectrum of visitors who will be intrigued by a home where fantasy and responsibility coexist. A strong public relations campaign is underway to draw national attention to the project; including, interest from **CBS News**, **USA Today**, and numerous interior design magazines. For more information, visit www.GreenHouse.com.

RATES

| Ad Size | Color | B/W |
|---------------|---------|---------|
| 2-page spread | \$5,300 | — |
| Full Page | \$3,200 | \$2,200 |
| 1/2 Page | \$1,800 | \$1,400 |
| 1/4 Page | \$1,100 | \$825 |

10% discount if payment is received by August 14, 2009.

The discount does not apply to premium positions.

Premium positions are available — call for details!

RESERVE YOUR SPOT

To reserve an ad in the GreenHouse 2009 Program Book, contact Cindy Stambaugh at (410) 647-5869 or email at cstambaugh@thecyphersagency.com.

Space Reservation Deadline: August 7, 2009

Artwork Deadline: August 21, 2009

① MECHANICAL REQUIREMENTS

- The magazine is web printed, direct to plate and is saddle stitched.
- MAC formatted disks, CDs or DVDs
- All submitted images and/or files must be converted to 4/color process (CMYK).
- If electronic files provided require modifications to meet these mechanical requirements, this work will be estimated and invoiced to the advertiser.
- All ads must be accompanied by a color proof. The publication is not responsible for color or content of ads if not accompanied with a proof. The Cyphers Agency will make every effort to match colors as directed. However, due to variations inherent in the magazine printing process, The Cyphers Agency cannot guarantee color.

ACCEPTABLE FILE FORMATS:

QuarkXPress (preferred) version 6.5 or earlier with images and fonts included. Due to the non-compatibility, similar fonts may be replaced on PC files.

Adobe InDesign version CS2 or earlier with images and fonts included. Due to the non-compatibility, similar fonts may be replaced on PC files.

Adobe Illustrator with fonts included or fonts converted to outlines/paths.

Adobe PhotoShop EPS, TIFF or JPEG (minimum 300dpi, CMYK) files.

Adobe Acrobat PDFs — high resolution PDF distilled files must include:

- All fonts embedded (NO true type fonts accepted).
- Saved as CMYK or grayscale.
- All spot colors must be converted to CMYK.
- OPI must never be included in the file (see advanced tab in distiller).
- 300dpi resolution for all submitted images and files.
- All ads must have position marks for placement

MATERIALS:

Materials will be retained by The Cyphers Agency for three months. All materials not requested within three months after date of publication will be archived. The Cyphers Agency will not be responsible for materials after three months.

② NEED AN AD CREATED?

Our full-service design agency is available to design your ad at a special discounted rate. Ad rates include one round of revisions. Additional rounds are \$80/hour.

| AD SIZE | COST | Additional Hard Costs*: |
|-----------|-------|--------------------------------|
| full page | \$350 | scanning photos \$90 per photo |
| 1/2 page | \$250 | color proofs \$10 each |
| 1/4 page | \$175 | *shipping will be additional |

③ DIMENSIONS

| SIZE | WIDTH | DEPTH |
|-------------------|--------|---------|
| Full Page | | |
| Trim size | 8 1/4" | 10 7/8" |
| Bleed | 8 1/2" | 11 1/8" |
| Live | 7 1/4" | 10" |
| 1/2 Page | | |
| Horizontal | 7 1/4" | 4 7/8" |
| Vertical | 3 1/2" | 10" |
| 1/4 page Vertical | 3 1/2" | 4 7/8" |

(no live matter within 5/16" of trim size)

Space Reservation Deadline: August 7, 2009

Camera Ready Artwork Due: August 21, 2009

④ AD SUBMISSION

Ads may be submitted by e-mail (5MB maximum allowance), FTP, or mail. Ad production assistance is available at \$100 per hour. All ad production will be estimated and approved by the advertiser prior to work completion.

E-MAIL AD SUBMISSION:

Jessica@TheCyphersAgency.com (5MB maximum allowance)

FTP AD SUBMISSION:

When submitting artwork through the FTP site, a subsequent e-mail must be sent to Jessica@TheCyphersAgency.com containing the publication name, issue, file name on FTP and a low-resolution PDF attached for reference.

FTP Address: ftp://thecyphersagency.com
Username: cyphersftp
Password: gr8ad06
Folder: CharityWorks

MAILING ADDRESS:

CharityWorks Green House
c/o The Cyphers Agency, Inc.
Attention: Jessica Brown
53 Old Solomons Island Road, Suite G
Annapolis, MD 21401

For any questions regarding the mechanical requirements or ad production assistance, please contact Jessica Brown at (888) 412-7469 or by e-mail at Jessica@TheCyphersAgency.com.