

HOME AT LAST MAGAZINE ADVERTISING SIZES

REQUIREMENTS FOR AD MATERIALS

Submit photos and graphics digitally at a minimum of 300 DPI. Digital materials should be submitted on CD-ROM, sent via email (up to 7MB) or uploaded to our server if larger than 7MB (please ask for FTP access info). Submit ad files digitally as an Adobe PDF file. Files prepared in other applications are not acceptable and will be re-created or adjusted at an hourly rate. Design assistance is available--please ask for current rates.

Premium Locations	MONTHLY RATES		Recurring Quarterly Rate
	Regular Plan	Easy Pay Plan	
Back Cover	533.33	506.67	1,600
Inside Front Cover	433.33	411.67	1,300
Facing IFC	366.67	348.33	1,100
Inside Back Cover	366.67	348.33	1,100
Facing IBC	316.67	300.83	950
Center Spread	616.67	585.83	1,850

Standard Ad Sizes	MONTHLY RATES		Recurring Quarterly Rate
	Regular Plan	Easy Pay Plan	
Full page	275.00	261.25	825
2/3 Page	241.67	229.58	725
1/2 Page	208.33	197.92	625
1/3 Page	166.67	158.33	500
1/4 Page	133.33	126.67	400
Map Page Ads (South OC)	166.67	158.33	500
Map Page Ads (North OC - Online Only)	66.00	62.70	198

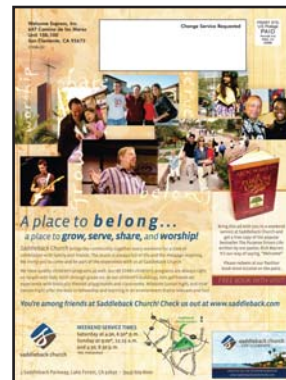
Target Market Directory Listings:
Call or Order Online at www.OrangeCountyResourceGuide.com/tmd.html

BACK COVER ADVERTISERS

PLEASE NOTE:

Please keep the top two inches of your ad clear. No live text or art should fall in that area in order to accommodate our return address and mailing label area. You may continue color or photo into that area as long as it is not vital to your ad.

Back Cover Example



PUBLICATION DATES:

First week of each calendar quarter

DEADLINES:

One month prior to publication

CIRCULATION: 32,000 different households annually - and growing

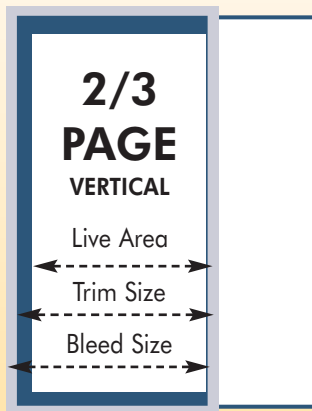
- HAL included monthly in each Welcome Package we deliver
- Additional copies delivered via realtors
- Proprietary distribution via the RELO market, within the following industries: (Moving, Title, Mortgage, Escrow, Large Employers, Executive Long-Term Housing, Relocation Specialists, Cities, Planning Departments, Chambers, Visitors Bureaus, and more.)

DISCOUNTS:

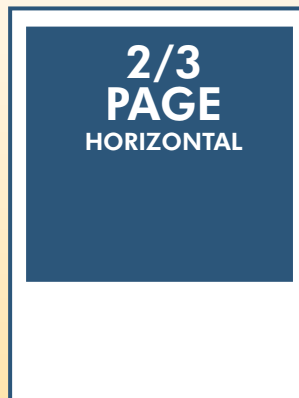
- 5% for quarterly pre-pays or monthly EZ-pay billing (CC)
- 10% for annual pre-pays
- 15% for non-profits or registered agencies



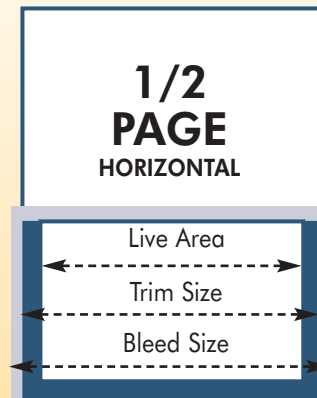
Live Area: 7.125" W x 9.875" H INLINE
Trim Size: 8.375" W x 10.875" H
Bleed Size: 8.675" W x 11.125" H
(includes 1/8" bleed)



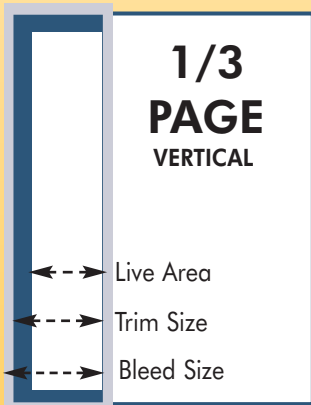
Live Area: 4.660" W x 9.875" H INLINE
Trim Size: 5.275" W x 10.875" H
Bleed Size: 5.675" W x 11.125" H
(includes 1/8" bleed)



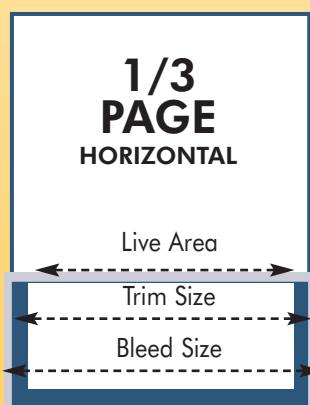
Live Area: 7.125" W x 6.325" H
INLINE ONLY - No Bleed



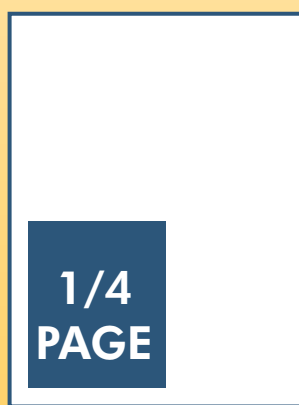
Live Area: 7.125" W x 4.625" H INLINE
Trim Size: 8.375" W x 5.375" H
Bleed Size: 8.675" W x 5.675" H
(includes 1/8" bleed)



Live Area: 2.125" W x 9.875" H INLINE
Trim Size: 2.875" W x 10.875" H
Bleed Size: 3.225" W x 11.125" H
(includes 1/8" bleed)



Live Area: 7.125" W x 3.125" H INLINE
Trim Size: 8.375" W x 3.775" H
Bleed Size: 8.675" W x 4.125" H
(includes 1/8" bleed)



Live Area: 3.500" W x 4.500" H
INLINE ONLY - No Bleed

- Light Blue Box: Bleed Area
- Dark Blue Box: Margin Area
- White Box: Live Area

Most ads run "inline" with the text, using the "live area" sizes. No extra charge for bleed ads, however, ads may be reduced and run inline if needed at the discretion of the publisher. Be sure to include the 1/8" bleed on all sides for bleed ads, so they may be run on right or left hand pages. Keep any important information at least 3/8" from trim if bleeding.