

RUG NEWS

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EXECUTIVE OFFICES
MUSEUM BOOKS, INC.
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ADVERTISING IS BY INVITATION OF THE PUBLISHER: Leslie Stroh

Editorial: Rug News covers the business of the rug industry – selling, making, hand and machine weaving, repairing, display and materials – 12 times a year. A small 48 - 64 page magazine means readers turn the pages and find editorial on each spread throughout the magazine.

Circulation, Market Size & Frequency:

Rug News has identified approximately 17,500 retailers of rugs in its mailing list. (One of our advertisers informed us that they have 12,000 active accounts.)

Rug News goes to approximately 2,500 primary rug merchants including paid subscribers each month and also approximately 2,500 selected additional rug sellers each month (total 4,500) who receive a copy at least twice a year. Total reach in 12 months is approximately 17,500 rug sellers. By the process of selection and mailing, Rug News reaches virtually every rug dealer on its list of 17,500 at least twice a year, and most of the major accounts, twelve times a year. Rug News is also distributed at major markets.

Reach: Subscribers, major buyers and market attendees from the area rug, home textile, multiple store and stand alone specialty retailers; catalogs; carpet stores; discounters; home centers; furniture stores; department stores and design centers. Retail price points \$99 to \$9,999

Collections: APPROXIMATELY 500 NEW PRODUCTS APPEAR IN COLLECTIONS EACH YEAR. THERE IS NO CHARGE FOR COLLECTIONS. COLLECTIONS ARE FREE.

Press Releases: We use what we get, edited for space, when space is available. Deadline: 1st of month preceding month of issue.

Press Releases ONLY To: Dasha Morgan, Editor

9 Willow View Drive, High Vista Estates
Mills River, NC 28759
dmorgan@museumbooks.com
Tel: 828-890-2568, Fax 212-269-2740

Mechanical Specs:

To send large files via FTP, email for login info.

Full page trim 8 1/2 by 10 7/8"

Bleeds Please add an additional 1/4" of background.

Live Area: Keep all type 1/8" from the **non-bleed** edge of the ad .

Digital Media: Please be sure to include with your ad ONLY fonts that are actually used - do not include any fonts that are linked to blank spaces. Unused additional fonts will slow the production process. **All images MUST be 300 dpi, to achieve the proper print quality.**

Disk: Quark for the Macintosh (ONLY) with all associated images and fonts included with the file, including fonts used in placed EPS files. Please include Screen Fonts AND Printer Fonts. In Quark, the "Collect for Output" command assists in gathering your files. Images 300 dpi, CMYK or Grayscale images ONLY. Include page proof from actual document.

PDF: Created in Adobe Acrobat. All associated graphics Images (300dpi, CMYK) and fonts MUST be present on the computer when the PDF is generated. Fonts need to be embedded to process the ad correctly. Postscript Type 1 fonts only. Include page proof from actual document.

Deadlines: 1st of the month preceding month of issue

Surcharges: \$100 for Color Proof. \$100 for late delivery of materials including deadline extension

Terms of Sale: Terms are net 20 days – net of agency commission. Size and color can be changed – frequency rate will be maintained. If contract is interrupted or cancelled, *short rate* will apply. Your contract is your 1st invoice. 4% surcharge applicable to credit cards.

Advertising Materials ONLY to:

Ellen Bair • Production Manager, RUG NEWS,
1197 California Road, 2L, Eastchester, NY 10709
ebair@museumbooks.com

Tel: 212-269-2016 ext 28, Fax: 212-269-2740

FTP: email "ebair@museumbooks.com" for login info.

Market Issues of Rug News are distributed at markets:

January and July

Atlanta: Americasmart

February and August

Las Vegas: World Market Center, SURFACES

February and August

NYC: Home Textiles & Home Fashion

April & October

High Point Furniture Market

Preview Issues are mailed the month prior to markets.

Advertisers' web sites and portions of Rug News are available at:

<http://www.museumbooks.com>

PRODUCTION FREQUENTLY ASKED QUESTIONS

All images MUST be 300 dpi, to achieve the proper print quality.

Screen fonts are necessary for the computer to create a visual representation of the letters on the monitor. Screen font icons on a Macintosh resemble a small suitcase, while PC screen fonts have .PFM extensions.

Printer fonts are necessary for an imagesetter to form the letter on film. The screen font contains simpler letterforms and critical letter spacing information. Printer fonts are easily recognizable on a Macintosh by the icons representing the fonts. Each font manufacturer utilizes a unique icon to help identify their fonts. Icons for Adobe fonts contain a stylized A symbol, while printer fonts on PCs have a .PFB filename extension.

It may be tempting to use the system fonts included when you purchased your computer, or special fonts included with some of your software, or even the "10,000 Fonts" at unbelievably low prices from your office supply store, but these type of fonts almost guarantee output problems. To ensure the best results, use only Post-Script fonts.

What is the difference between RGB and CMYK? Even though results may look very similar on screen, RGB and CMYK colors are from two different color space systems and are not interchangeable. "Online" RGB is generally 72 dpi- printer CMYK requires 300 minimum.

RGB Red, Green, Blue. The color mode used in the Additive color system on your monitor. In the Additive system, red, green and blue light are added together in various amounts to create all colors. Mixing equal amounts of red, green and blue light produce white, for example. RGB is the color mode used by most desktop scanners. However, RGB colors will not image on a high-end imagesetter as color. RGB color monitors, therefore, do not accurately represent the color printed with ink on paper. If you use RGB in your electronic file, the colors you see on screen will image as CMYK, but the conversion will not always reflect the desired color.

CMYK Cyan, Magenta, Yellow, Black. The color mode used for printing on an off-set press, in four-color process. The printing process, which prints with CMYK inks, uses subtractive color. This system uses cyan, magenta, yellow and black filters to subtract light reflected from the substrate; subtracting all color equals black.

Bleed Allowance To allow for any deviations in cutting the paper to the finished page size an element that bleeds off the page is typically extended about 1/8" beyond the trim lines (corner or crop marks). For a more detailed description, see http://desktoppub.about.com/library/glossary/blg_bleed.htm

Image Formats For best overall results, graphics should be saved as TIFF or EPS files. Unless some specific reason requires saving as EPS, they should be saved as TIFF. TIFFs should be LZW compressed to reduce file size. Do not use GIF or Pict files: use only LZW for compressing your images. JPEG files will process, but we believe they should be avoided. JPEG is a compression program that eliminates file information based on a sliding scale. Not knowing how much JPEG compression has been applied can be risky in that tonal gradations can be lost with compression.

Maintaining File Links (Paths) Do not change graphic file names after they have been placed into a document. Changing file names breaks the link, no matter where the file is located. If you must change a name, establish a new link. You can usually create the new link by opening the file into which the graphic has been imported. A dialog box asks for the location of the graphic (asking for the graphic by its old name). The program will note the new name as you click on the file. Consult your software manual for specifics.

Additional information may be found at <http://www.ovidbell.com/eppguide.htm>. Note there is much information that does not apply to your ad. If this link does not answer your questions, please contact us.

**FULL PAGE
COLOR**

1-5x \$2,525
6-11x \$1,995
6x=\$11,970
12x \$1,630
12x= \$19,560

**FULL PAGE
BLACK & WHITE**

1-5x \$1,225
6-11x \$945
6x= \$5,670
12x \$850
12x= \$10,200

Ads Shown Actual Size -
Advertising by invitation of the publisher: Leslie Stroh.

**CREDIT CARD PAYMENTS
subject to 4% surcharge.**

**1/2 Pg Horizontal Ad
7.5"w x 4 7/8"h**

COLOR

1-5x \$1,315
6-11x \$1,050
6x= \$6,300
12x \$895
12x= \$10,740

BLACK & WHITE

1-5x \$580
6-11x \$450
6x= \$2,700
12x \$400
12x= \$4,800

**1/4 pg Standard Ad
3.5"w x 4 7/8"h**

COLOR

1-5x \$685
6-11x \$555
6x= \$3,330
12x \$475
12x= \$5,700

BLACK & WHITE

1-5x \$325
6-11x \$265
6x= \$1,590
12x \$200**
12x= \$2,400

The Quarter Page B/W 12 x price has remained unchanged since the first issue of RUG NEWS.

** Billed 3 months and payable in advance.

1/4 pg Horizontal Ad 7.5"w x 2 3/8"h

COLOR

1-5x \$685
6-11x \$555
6x = \$3330
12x \$475
12x = \$5700

BLACK & WHITE

1-5x \$325
6-11x \$265
6x = \$1590
12 x \$200**
12x = \$2400

The Quarter Page B/W 12 x price has remained unchanged since the first issue of RUG NEWS.

** Billed 3 months and payable in advance.

**Full 1/3 2 3/8" w x 10" h
COLOR ONLY**

1-5x \$ 950
6-11x \$ 675
6x= \$4050
12x \$635
12x = \$7,620



**Ads
Shown
Actual
Size**

**1/2 Page 1 Column Ad
3 1/2" w x 10" h**

COLOR ONLY

1-5x \$1,475
6-11x \$1,265
6x= \$7,590
12x \$1,050
12x= \$12,600

**Junior 1/3
2 3/8" w x 7.5" h**

COLOR ONLY

1-5x \$ 750
6-11x \$610
6x= \$3,660
12x \$525
12x = \$6,300

**1/2 pg Vertical Ad
4 7/8" w x 7.5" h**

COLOR ONLY

1-5x \$1,475
6-11x \$1,265
6x= \$7,590
12x \$1,050
12x= \$12,600

**1/4 page Horizontal Ad
4 7/8" w x 3 1/2" h**

COLOR ONLY

1-5x \$ 750
6-11x \$610
6x= \$3,660
12x \$525
12x = \$6,300