

cottage & bungalow • americana • farmhouse • tidewater • manor & estate

COUNTRY *dream homes*™

PRODUCTION OFFICE:

Send Materials to:

COUNTRY DREAM HOMES
Attn: Editor
150 Executive Center Drive, Suite 215
Greenville, SC 29615
864.288.7580

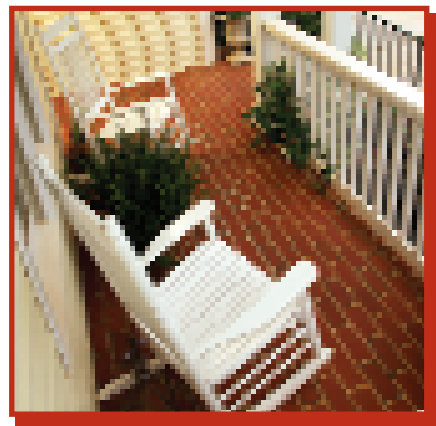
CORPORATE OFFICE:

Designs Direct Publishing
3208-C E. Colonial Drive, #314
Orlando, FL 32803
www.countrydreamhomes.com

ADVERTISING:

Contact:

Jennifer Jeffries
Advertising Sales Director
864.770.7400 x334
jjeffries@designsdirect.com



**HOME DESIGNS INSPIRED BY
COUNTRY LIFE & LIVING**

www.countrydreamhomes.com

COUNTRY *dream homes*™

FEATURING PLANS FROM THE NATION'S TOP DESIGNERS

**ADVERTISING
OPPORTUNITIES!**
See inside for details



A Designs Direct Publication

\$8.95 U.S. / \$12.95 Canada



countrydreamhomes.com

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**HOME DESIGNS INSPIRED
BY COUNTRY LIFE & LIVING**

MAGAZINE AT A GLANCE:

Country Dream Homes™ is a beautiful new home plans magazine filled with rich Country-inspired designs from the nation's foremost architects and residential home designers! Ranging in style from rambling plantations to Colonial manors to charming coastal cottages, this beautiful, full-color magazine boasts over 100 full-color plans, highlighting front renderings, plan specifications and numerous rear renderings, and promises the best in Country-inspired interiors and exteriors. A gorgeous home tour section takes the reader into a number of award-winning homes, exhibiting stunning yet comfortable kitchens, living rooms, media rooms, master suites and outdoor living areas.

Targeted toward the American family that desires comfort, serenity and practicality from their homes, this magazine seeks to provide useful editorial, practical tips and a wealth of ideas for interior design, landscape design and outdoor living, with construction drawings available for every plan.

NATIONAL DISTRIBUTION TO KEY RETAIL ESTABLISHMENTS

75,000 initial distribution

BOOKSTORES:

B. Dalton Bookseller • Books-A-Million • Borders • Brentanos • Follett • Hasting • Media Play • Waldenbooks

SUPERMARKETS:

Albertson's • BI-LO • Bruno's • Giant Eagle • Harris Teeter • Kash 'n Karry • Kroger • Meijer • Publix • Safeway • Waldbaums • Winn-Dixie

DRUGSTORES/MASS MERCHANDISERS:

Eckerd • K-Mart • Walgreens • Wal-Mart

HOME IMPROVEMENT CENTERS:

Home Depot • Lowes

DESIGNERS: The nation's top designers present *Country Dream Homes*™ Magazine:



FRANK BETZ ASSOCIATES, INC., AIBD

Since 1976 Frank Betz Associates, Inc. has developed an unsurpassed reputation as a leading provider of home plans. With more than 100 years combined experience, our team of experts design trend-setting, award-winning home plans for builders, developers and consumers alike, while offering unparalleled customer service.



DON GARDNER, AIA, NCARB

(Donald A. Gardner Architects, Inc.)

Don Gardner graduated from Clemson University with a Bachelor of Architecture degree. He served in the Army Corps of Engineers and became a registered architect, gaining a range of architectural experience, before establishing the award-winning Donald A. Gardner Architects, Inc., in 1978.



DAN SATER, AIBD, CPBD

(Sater Design Collection, Inc.)

Dan Sater of The Sater Design Collection, Inc., has 25+ years in the residential design industry with over 300 regional and national design awards to his credit. He has served as a national officer of the American Institute of Building Design.



SUBMISSION DEADLINES

Issue	Spring	Summer	Fall	Winter
• Advertising				
Materials deadline	11/22/04	03/21/05	06/13/05	09/19/05

RATES

Cover:	1x	2x	3x	4x
1) Cover (inside)	\$8900	\$7387	\$6131	\$5089
2) Cover (RR inside)	7900	6557	5442	4517
3) Cover (inside back)	8900	7387	6131	5089
4) Cover (back)	9500	7885	6545	5432

Four-Color Display:	1x	2x	3x	4x
1) Full Page	\$5900	\$4897	\$4065	\$3374
2) Half Page	4130	3428	2845	2362
3) Quarter Page	2891	2399	1991	1450

Spreads:	1x	2x	3x	4x
1) 8 page	\$30,516	\$25,328	\$21,022	\$17,449
2) 4 page	19,945	16,557	13,743	11,406
3) 2 page	10,620	8,815	7,316	6,072

AD SPECIFICATIONS

Full Page - Trim	8 1/4" x 10 3/4"	Spreads - Trim	16 1/2" x 10 3/4"
Live	7 1/4" x 10"	Live	15 3/4" x 10"
Bleed	8 1/2" x 11"	Bleed	16 3/4" x 11"
Half Page - Horizontal	7" x 4 3/4"	Covers	8 1/4" x 10 3/4"
Half Page - Vertical	3 1/4" x 9 3/4"	Live	7 1/2" x 10"
Quarter Page	3 1/4" x 4 3/4"	Bleed	8 1/2" x 11"

ADS SUPPLIED ON DISK

Publisher accepts ads on CD, in Macintosh format only. CD must supply all supporting electronic files and typefaces, including color proof (color laser proof not accepted). Publisher can only accept QuarkXpress, Photoshop and Illustrator files. If Kodak approval proof or equivalent not supplied, one will be provided at an additional charge of \$75 if time allows. If acceptable proof not supplied, client assumes responsibility for color reproduction.

DIGITAL REQUIREMENTS

Supplied scans must be to desired size at no less than 300 dpi and saved as CMYK. Use type 1 postscript fonts only (preferably Adobe); no True Type fonts please! Magazine will be printed at 175 line screen.

AD PRODUCTION CHARGES

For ads designed or modified by publisher, minimum charge is \$250. Please call for details.

PROOF POLICY

Color digital proofs of new ads produced by publisher will be sent to advertiser. Advertiser has forty-eight hours to return proof(s) ok'd with corrections, or ad will run "as is". If changes to existing ads are required,

advertiser must notify Account Representative, prior to deadline, that changes are needed. Account Representative will submit changes to production department. If Account Representative is not notified that changes are needed, existing ad will run "as is".

CORRECTION & CHANGES POLICY

Account Representative will assist client. Publisher will produce ad and make corrections and changes to meet original layout. Redesigning the ad will result in additional charges. Clients are entitled to make changes up to 10 words at no charge on rerun ads. This allows clients to update prices, hours, add banners and bursts, and to make timely announcements. If client wishes redesign work, publisher will provide design services per the rate card. Publisher reserves the right to review all advertising and reject any ads not in keeping with the spirit and editorial content of the magazine and which, in the publishers opinion, violate standards of taste and decency.

PRODUCTION DEPARTMENT

If you have any questions or need assistance, contact the production department at 864-288-7580 or jjeffries@designsdirect.com



PRODUCTION RATES

For ads designed or modified by publisher, charge is 15% agency fee. Please call for details.