

North Carolina

MANUFACTURED AND MODULAR HOUSING NEWS

Your North Carolina Manufactured and Modular Homebuilders Association, is proud to provide you with the following information about our publication, NORTH CAROLINA MANUFACTURED AND MODULAR HOUSING NEWS, mailed statewide to over 1000 members. The magazine is filled with articles of importance to NCMHA members. Our goal is to communicate important information to all members, getting the word out about upcoming activities, industry and legislative events in the news, and much more! You now have a forum which you can share information and opinions on topics of interest to our community of the manufactured and modular housing industry. Additionally, you are able to advertise your products and services. By advertising in our Magazine, you will now be able to reach your market STATEWIDE. We are doing our best to bring you the finest product we can and look forward to hearing your suggestions and ideas for articles or other information you feel we need to include in the magazine.

NEWSLETTER SPECIFICATIONS

The magazine is a 12-20 page self cover, saddle stitched, finished, 8 3/8 x 10 7/8 magazine with 4-color pages.

SUBMITTING YOUR AD

- ◆ The publisher accepts for advertising material to be designed, right-read, emulsion down negatives (200 lines per inch) ads on disk (see the next section for acceptable digital formats).
- ◆ Simple ad design is available, but there is a fee for more intricate designs.
- ◆ Color art and photographs are accepted.

ACCEPTABLE DIGITAL FORMATS

- ◆ Platforms: Macintosh or Windows
- ◆ Removable-media: CD-ROM, Zip
- ◆ Applications: PageMaker, Photoshop, Illustrator, InDesign, PDF
- ◆ On the disk: In addition to ad print file, be sure to include all relevant linked files and fonts (disk relinking is not necessary).
- ◆ Image Resolution: Images must be at least 300 dpi, at final size, for best results. We are not responsible for image quality at any resolution below 300 dpi. EPS or TIFF formats are preferred.
- ◆ Proofs: A paper of PDF proof must accompany all ad submissions. Publisher accepts no responsibility for output errors in ads not accompanied by an advertiser-submitted proof.

TERMS

- ◆ All copy is subject to approval by publisher.
- ◆ No commission will be paid to advertising agencies.
- ◆ In the event the publisher of the North Carolina Manufactured and Modular Housing News changes rates during the life of the contract, advertisers will be protected for the remainder of the existing contract.
- ◆ Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of insertion upon which their billing has been based.
- ◆ Advertisers will be billed on the first day of the month in which the advertisement is to appear. A 5% discount will be allowed for prepayment of total amount of contract. Invoices are to be fulfilled within 20 days of the issue date. A 1.5% late fee will be added for each month that the invoice is outstanding.

RATES PER ISSUE

<i>Four-color</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>
Full page	\$813	\$719	\$625
3/4 page	\$741	\$656	\$570
1/2 page	\$650	\$575	\$500
1/4 page	\$293	\$259	\$225
1/8 page	\$155	\$135	\$115

Cancelling ad after deadline: 25% of ad cost.

Add \$55 for preferred placement for 1/2 page ads.

Add \$19 for preferred placement for 1/4 page ads.

AD SIZES

Ad Unit	Width	Height
Full page	7 1/2	10
3/4 page	5 3/5	10
1/2 page horizontal	7 1/2	4 7/8
1/2 page vertical	4 7/8	7 1/2
1/4 page	3 1/4	5
1/8 page	3 1/2	2

All measurements are in inches. Allow additional 1/4 inch of image on sides that bleed beyond trim. Keep all text 1/4 inch from trim.

**For more information
about advertising contact:**

**Bobbi Peterman
at (919) 872-2740
or bobbi@nc-mha.org**