



2012 Bucks County
**DESIGNER HOUSE
 & GARDENS**



Program Guidebook Advertising

Spring Valley Farm, 3864 Spring Valley Rd, Doylestown, PA

The Village Improvement Association of Doylestown (V.I.A.) proudly announces the 37th Bucks County Designer House & Gardens. Founded in 1895, the V.I.A. is a 400-strong women's organization that hosts the Designer House every year as a fundraiser. This year is the second of a five-year \$1-million pledge to benefit the renovation and updating of the Doylestown Hospital Birthing Center and the mission of the V.I.A.

The V.I.A. would like to invite you to advertise in the Designer House Program Guidebook. This approximately 130-page, four-color printed and bound guide describes the transformation work accomplished by teams of more than 30 professional designers and landscapers.

The Guidebook spotlights a page for each designer/landscaper and also contains a history of the current Designer House as well as the V.I.A.'s history and current activities. More importantly to you, it includes premium ad placement opportunities and a standard advertising section. Readers follow the designer pages as they tour, read the other articles at home, and save their books to reference their notes, participants and advertisers. Your ad *will* be seen.

Each May, the Bucks County Designer House is a destination for nearly 8,000 - 10,000 visitors who tour the property, freshly redesigned by dozens of decorators and landscapers. All visitors receive a guidebook as part of the ticket price.

Spring Valley Farm consists of a Dutch Colonial style home, bank barn, stone walls, swimming pool, and three patios. Old shade trees contribute to the beauty and serenity of this spacious property situated on eleven plus acres. The picturesque and natural surroundings are a perfect invitation to outdoor design and furnishings.

The 2012 Designer House is a rambling home offering designers twenty-four unique areas to showcase. Spring Valley Farm also contains numerous fireplaces, built-ins, warm wood paneling, a basement area and a beautiful staircase. Here is a property that will draw many visitors – and many eyes for your ad.

Please review the attached ad information. We are excited to present a property of such distinction and hope that as you determine your 2012 advertising budget, you'll decide to be part of this exciting event.

Corporate Sponsorships are welcomed too! More info on sponsorships and the Birthing Center can be found at: www.BucksCountyDesignerHouse.org

**Your Ad Seen
 May 6 - June 3,
 2012**

**Keep Your
 Name Visible**

**Thousands of
 Potential
 Customers**

**Support
 Doylestown
 Hospital &
 the Mission
 of the
 V.I.A.**

**The V.I.A.'s
 37th
 Designer
 House**

**V.I.A. Tax
 Status:
 501(c)3**

**Federal Tax ID
 23-2368200**



Ad and Payment Due: 3/09/12

2012 Ad Rates and Specifications

Placement	Color	B&W
Premium: Back Cover	\$1,800*	N/A
Front Inside Cover	\$1,300*	N/A
Back Inside Cover	\$1,300*	N/A
First & Last Pages	\$1,100	N/A
Interior: Full Page	\$750	N/A
Half Page (Horiz. only)	\$450	N/A
Standard: Full Page	\$700	\$500
Half Page (Horiz./Vert)	\$375	\$300
Quarter Page (Horiz./Vert.)	\$200	\$150
Website: Coupon/Ad	\$50 (\$25 with print ad)	\$50 (\$25 with print ad)
Page Size	Dimensions: No Bleed (w x h)	Dimensions: Bleed (w x h)
Full	4.5 x 7.5	5.5 x 8.5 w/crop marks 1/4" bleed on all sides. Live area: 5.5 x 8.5
Half Horizontal	4.5 x 3.75	N/A
Half Vertical	2.25 x 7.5	N/A
Quarter Horizontal	4.5 x 1.875	N/A
Quarter Vertical	2.25 x 3.75	N/A

Book size trimmed: 5.5" x 8.5" • Printed offset 4-color process • Perfect bound •
Paper: Medium-weight glossy • Approximately 130 pages • First run: 8,000

* Reserved for Corporate Sponsorships until Feb. 3, 2012

Ad Formats Accepted

Computer Files

QuarkXpress (.qxd)
InDesign (.indd)
Photoshop (.psd)
Adobe Illustrator (.ai)
PDF, TIFF or EPS
(Color files: CMYK at a minimum of 300 dpi.)

Camera Ready

All materials -- logos, borders, illustrations, line art and photographs -- must be clean and clear.

Photos must be a minimum of 300 dpi and original, **not from other preprinted materials**. We do not accept downloaded internet images.

Checks

Pay to: Bucks County Designer House & Gardens

Send to: Village Improvement Association of Doylestown, Attn: Mary Ellen Stanton
595 West State Street, Doylestown, PA 18901

Send Ads To

Mary Ellen Stanton

DesignerHouse_Stanton@comcast.net
215-348-3278 / 267-261-6151

For Information

www.BucksCountyDesignerHouse.org