



Bucks County
**Designer
 House & Gardens**



Benefits Doylestown Hospital and Village Improvement Association of Doylestown Community Projects

Program Guidebook Advertising

for the

35th Bucks County Designer House & Gardens

Fieldstone Farm, 1515 Sugar Bottom Road, Furlong, PA

The Village Improvement Association of Doylestown (V.I.A.) proudly announces the 35th Bucks County Designer House & Gardens. Founded in 1895, the V.I.A. is a 400-strong women's organization that hosts the Designer House as a fundraiser for Doylestown Hospital and the mission of the V.I.A. The majority of this year's proceeds will again contribute to the ongoing construction of a state-of-the-art 40-bed Emergency Department, a 40-bed medical/surgical unit, and a parking garage, expected to open in April, 2010.

The V.I.A. would like to invite you to advertise in the Designer House Program Guidebook. This approximately 160-page, four-color printed and bound guide describes the transformation work accomplished by teams of more than 35 professional designers and landscapers.

The Guidebook spotlights a page for each designer/landscaper and also contains interesting feature articles and design tips. More importantly to you, it includes premium ad placement opportunities and a standard advertising section. Readers follow the pages as they tour, read the articles at home, and return to reference their notes, participants and advertisers. Your ad will be seen.

All visitors, numbering 8,000-10,000 each May, receive a Guidebook. In 2010, we hope for an even greater turnout because of the history and beauty of Fieldstone Farm.

103 acres of rolling farmland create a picturesque view of a working equestrian farm. The farm was originally a grant from William Penn to a Captain Smith. The deed was measured in pounds and shillings and rods and chains.

The oldest part of the property, a summer kitchen, dates back to the 1780's and will be the first room visitors will see as they enter the main house with a cornerstone dated 1820. A three-story jockey cottage across the driveway, its cornerstone dated 1782, was the early living quarters for the property owners.

Fireplaces abound in the main house, with a very large fireplace in the summer kitchen and in the small cottage, both used for cooking. Visitors will see an arched area over the stove made up of stone from a barn that once graced the property. Stables and a swimming pool are on the extensive grounds.

Please review the attached ad information. We are excited to present a property of such distinction and hope that as you determine your 2010 advertising budget, you'll decide to be part of this exciting event.

Corporate Sponsorships are welcomed too!

www.BucksCountyvDesignerHouse.org

Your Ad Seen
 May 2-30.
 2010

Keep Your
 Name Visible

Thousands of
 Potential
 Customers

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

The V.I.A.'s
 35th
 Designer
 House

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

Federal Tax ID
 23-2368200

PA Tax ID
 7521685-3



2010 Ad Rates and Specifications

Ad and Payment Due: 3/09/10

Early Bird Bonus
10% Discount and 2 FREE House Tour Tickets for Full and Half Page Ads
Full Payment and Ad Copy must be received by January 31

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 160 pages ? First run: 7,000

* Reserved for Corporate Sponsorships until Jan.20, 2010

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: VIA BC Designer House

Send to: Village Improvement Association of Doylestown, Attn: Kathleen Meyer
595 West State Street, Doylestown, PA 18901

For more information - www.buckscountyledesignerhouse.org or please contact:

AdSales@BucksCountyDesignerHouse.org