charm refresh enrich culture energize intensify excite impress bewitch beautify illuminate inspire enable embellish amplify renovate invigorate revitalize evolve electrify enhance upgrade sophisticate shine mesmerize entice revamp advance influence exhilarate enthral polish refine empower
commitment to education

Backed by CLOSETS magazine and the Association of Closet and Storage Professionals, the Closets & Home Organization Conference & Expo is anchored by many long-time industry suppliers and continues to attract new product and technology displays.

In addition, the Closets Conference & Expo has been bolstered in recent years by the addition of the Custom Cabinet Conference, once again being presented by Custom Woodworking Business magazine and the Cabinet Makers Association.

CLOSETS hosts an annual design competition for closet and home organization design professionals. Projects will be judged for overall appearance, functionality and design, and will be recognized at the Closets & Home Organization Conference & Expo!

Sponsorship opportunities for the awards presentation are available, but you can get a head start by advertising on our Top Shelf Design Awards call-for-entry e-newsletters!

5th annual Top Shelf Awards OVERALL WINNER:
Harold Locklear, Locklear Cabinet & Woodworks Rowland, NC

eNewsletter
$500 net
eNewsletter package (6)
$2000 net
up-to-date trends and news

CLOSETS Weekly eNewsletter keeps the industry up-to-date on the latest products and trends. Sent out every Thursday to our complete database of closet & storage professionals, the Closet Update is one of your most effective marketing tools.

current subscribers: 12,944
20% open rate

text ad & image $500

Buy a package of 4 within two months for only $1800

Want to be included in “Breaking News”? Buy 3 for only $1800.
Your ad message will be exclusive in this must-read e-newsletter.
news in the palm of your hand

ClosetsDaily.com has grown into a consistent industry news and content powerhouse. ClosetsDaily.com delivers highly relevant information to a coveted audience of closet and storage professionals.

<table>
<thead>
<tr>
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<th>Sept 2010</th>
<th>Sept 2011</th>
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*Data provided by Google Analytics

Recognized by Google News as a relevant source for closets and storage news.

**Leaderboard 728x90**
$700

**Medium Rectangle 300x250**
$950

**Skyscraper 120x600**
$800

**Vertical Rectangle 120x240**
$600

**Video Sponsorship**
Link to your video (2-3 min)
$1 per view

now imagine using ClosetsDaily.com to power your marketing program...

contact your marketing solutions professional today to learn more!
<table>
<thead>
<tr>
<th>Month</th>
<th>Main Feature</th>
<th>Supply Focus</th>
<th>Webcasts</th>
<th>Digital Editions</th>
<th>Events</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Garage</td>
<td>Components, Doors &amp; Drawers</td>
<td>ACSP Designer Certification</td>
<td></td>
<td>Closets Expo, Feb 15-17, Austin, TX IBS, Feb 8-11, Orlando, FL</td>
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<tr>
<td>March/April</td>
<td>Top Shelf Award Winners</td>
<td>Accessories, Panels</td>
<td>Dollars &amp; Sense of Going Green</td>
<td>ACSP/CMA Special Section</td>
<td>KBIS, Apr 27-29 Chicago, IL</td>
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<tr>
<td>May/June</td>
<td>Kid’s Bedrooms</td>
<td>Slatwall, Functional Hardware, Business Mgmt Software</td>
<td></td>
<td></td>
<td>Neocon, Jun 11-14, Chicago, IL</td>
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<tr>
<td>July/August</td>
<td>Home Office</td>
<td>Overhead Bins, Design Software, Accessories</td>
<td></td>
<td></td>
<td>IWF, Aug 22-25, Atlanta, GA</td>
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<td>September/October</td>
<td>Master Bedroom Walk-Ins</td>
<td>Panel Products, Production Software, Decorative Hardware</td>
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<td>November/December</td>
<td>Multiple Use Rooms</td>
<td>Murphy Beds, Accessories</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**In every issue:** Design, Showroom Savvy, Production Management, Business Trends, Products, plus digital edition
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### advertisement rates

The rates below are gross, agency commissionable and include color.

#### display rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
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<tr>
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<td>6380</td>
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<td>1/2-Page Spread</td>
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<td>Full Page</td>
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<td>½ Island</td>
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<td>2310</td>
<td>2210</td>
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<tr>
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#### classified rates

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<tr>
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<td>½ Page</td>
<td>1050</td>
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<td>910</td>
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<tr>
<td>1/3 Page</td>
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<td>800</td>
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<tr>
<td>¼ page</td>
<td>740</td>
<td>680</td>
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<tr>
<td>1/6 page</td>
<td>570</td>
<td>550</td>
<td>520</td>
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<tr>
<td>1/8 Page</td>
<td>525</td>
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<td>3 Inch</td>
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<tr>
<td>1 Inch</td>
<td>220</td>
<td>220</td>
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</table>
advertisement sizes for print

classified specs and content
Choose both printed and online CLOSETS classifieds for an additional cost of just $100, regardless of size. Column inch is 2-1/4” wide.

For Classified Advertising materials/Closing Dates contact: Laurie Grinzafi at 1.847.629.5817 or lgrinzafi@vancepublishing.com

material submissions & closing dates:
Anna Marie McCann 1.847.415.8013 amccann@vancepublishing.com

we build multimedia plans to reach our customers’ marketing goals.
call us today for a quotation to insure you get exactly what you need!

advertisement sizes

<table>
<thead>
<tr>
<th>width x height</th>
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<tbody>
<tr>
<td>2 page Spread 15” x 10”</td>
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<tr>
<td>2 page Spread Bleed 16” x 11”</td>
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<tr>
<td>1 page 7” x 10”</td>
</tr>
<tr>
<td>1 page Bleed 8-1/8” x 11”</td>
</tr>
<tr>
<td>2/3 page 4-9/16” x 10”</td>
</tr>
<tr>
<td>2/3 page Bleed 5” x 11”</td>
</tr>
<tr>
<td>1/2 page Vertical 3-3/8” x 10”</td>
</tr>
<tr>
<td>1/2 page Vertical Bleed 4” x 11”</td>
</tr>
<tr>
<td>1/2 page Horizontal 7” x 4-7/8”</td>
</tr>
<tr>
<td>1/2 page Horizontal Bleed 8-1/8” x 5-1/2”</td>
</tr>
<tr>
<td>1/3 page Vertical 2-3/16” x 10”</td>
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<tr>
<td>1/3 page Square 4-9/16” x 4-7/8”</td>
</tr>
<tr>
<td>1/4 page Horizontal 7” x 2-3/8”</td>
</tr>
<tr>
<td>1/4 page Vertical 3-3/8” x 4-7/8”</td>
</tr>
<tr>
<td>1/8 page Banner Ad 7” x 1-1/8”</td>
</tr>
</tbody>
</table>

mechanical specifications

Final Trim Size: 7-7/8” x 10-3/4”. For bleed, extend 1/8” from top, bottom, left and right edges. Binding: Saddle Stitched.


Note: On bleed pages and inserts, when preparing the material keep all live matter 1/2” within all four sides of bleed dimension to avoid possible loss in binding and trimming. On spread advertisements, either run of book or inserts, have copy or images across the gutter kept 3/16” from left and right center line.
Rates and conditions given in this rate card are subject to change without notice. Contracts, orders or copy instructions containing conditions which conflict with the publisher’s policies will not be considered binding on the publisher. Orders containing incorrect rates will be billed at rates in force at the time.

Any tax hereafter applicable to advertising will be added to the prevailing rates. The publisher reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Advertiser and advertising agency recognize and accept that the following language appears within the publication: “All statements, including product claims, are those of the person or organization making the statement or claim. The publisher does not adopt any such statement or claims as its own, and any such statement or claim does not necessarily reflect the opinion of the publisher.”

Advertiser and advertising agency accept and assume liability for all content (including text, representations, illustrations, opinions and facts) of advertisements printed, and also assume responsibility for any claims made against the publisher arising from or related to such advertisements. In the event that legal action or claim is made against the publisher arising from or related to such advertisements, advertiser and advertising agency agree to fully defend, indemnify and hold harmless the publisher, and to pay any judgment, expenses and legal fees incurred by the publisher as a result of said legal action or claim.

The publisher reserves the right to reject any advertising which it feels is not in keeping with the publication’s standards. Failure by publisher to insert in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract.

The advertiser requires that proof of postal clearance be provided prior to publication of any advertisement containing contest copy. The word “advertisement” will be placed above or below any copy, which in the publisher’s opinion resembles editorial matter.

The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.

The publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.

Insert rates and specifications
Contact publisher for insert rates and specifications.

Short rates and rebates
Advertisers will be short rated if, within a 12-month period from date of first insertion, advertiser has not used amount of space on which billing has been based. Advertiser will be rebated if, within a 12-month period from the date of first insertion, advertiser has used enough additional space to earn a rate lower than that at which billed.

Cancellations
Cancellations cannot be accepted after 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and will repeat an ad of same size if available.

Agency commission
Agency Commission is 15% of gross on invoices paid within 30 days. Agency commission disallowed on invoices not paid within 30 days.

Payment & credit policies
All invoices net 30 days. Invoices not paid within 30 days are subject to a 10% per month carrying charge. No cash discount. All rates payable in U.S. funds. If neither the agency nor the advertiser is willing to accept liability, the ad(s) cannot run.