The Interior Designers Source Book - 2012 New York Edition!
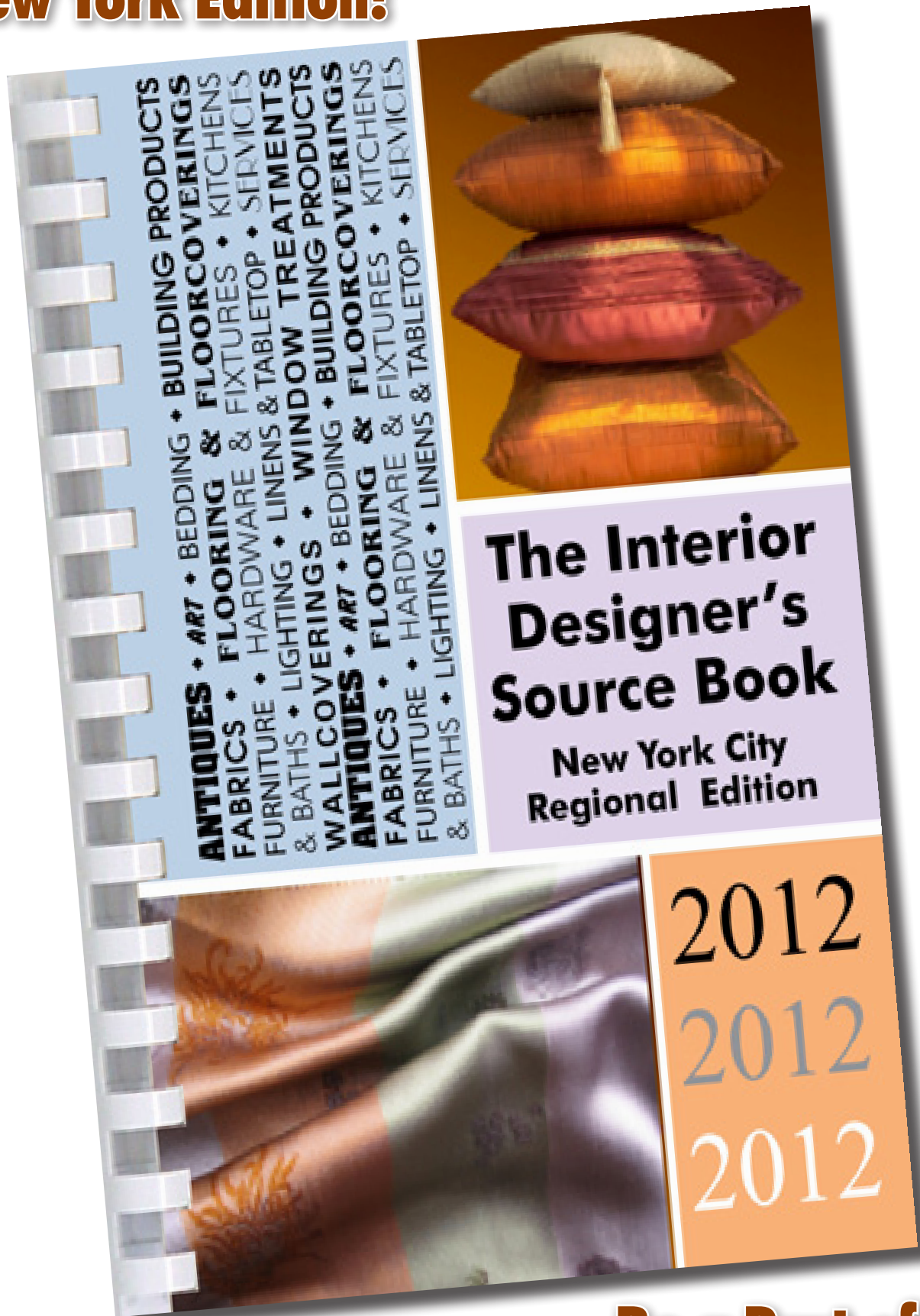
ANTIQUES • ART • BEDDING • BUILDING PRODUCTS
FABRICS • FLOORING & FLOORCOVERINGS • KITCHENS
FURNITURE • HARDWARE & FIXTURES • SERVICES
& BATHS • LIGHTING • LINENS & TABLETOP
WALLCOVERINGS • WINDOW TREATMENTS

ANTIQUES • ART • BEDDING • BUILDING PRODUCTS
FABRICS • FLOORING & FLOORCOVERINGS • KITCHENS
FURNITURE • HARDWARE & FIXTURES • SERVICES
& BATHS • LIGHTING • LINENS & TABLETOP

The Interior Designer's Source Book

New York City Regional Edition

2012
2012
2012

Be a Part of It!

The Benefits of Ad Frequency with Only One Ad!

365 Days of Exposure!

The Interior Designer's Source Book — New York City Regional Edition — 2012 2012 2012

It's a fact. Ad frequency sells. Most people need to see or hear a message a minimum of three to ten times before it sinks in.

And unlike magazines and newspapers, Interior Designers Source Book offers the benefits of ad frequency with only one ad.

♦ The Interior Designers Source Book has a shelf life of one year compared with trade magazines and newspapers that are quickly thrown away.

♦ The Interior Designers Source Book is referenced by industry executives several times a year creating multiple opportunities for your message to be seen.

♦ The Interior Designers Source Book offers maximum exposure with a minimum number of insertions.

INTERIOR DESIGNERS SOURCE BOOK

631-661-2727

RATE CARD #3: 2012 EDITION

Interior Designers Source Book
Circulation: 1000 Interior Desigers & Design Firms

Standard Ad Positions:	
Full Page Ads	$1695
One-Half Page Ads	$1095
One-Third Page Ads	$795
Special Positions: **	
Back Cover	$4960
Inside Front Cover	$4400
Inside Back Cover	$3900
Page 1	$3650
Tab Pages***	$2485
Far Forward (Before 1st Tab)	$1900
Additional Charges:	
Spot Color (each)	$250
Four-Color Process	$1200*

*   Production charges (if any), including separations, additional
**   Includes one spot color free (required on position ads)
*** Tab positions are the pages to the left and right of the actual tab page.
    Note: spot colors are red, blue, green and yellow

Ad dimensions: Full Page = 7-1/2 deep x 4-1/4 wide;
Half Page = 3-3/4 deep x 4-1/4 wide; Third = 2-1/2 deep x 4-1/4 wide

SPACE RESERVATION FORM

Please reserve my space in "InteriorDesigners Source Book". We will take (_____) page(s). Please contact my office upon receipt of this form to coordinate the production of my ad. Please bill me ($_____). Note: 50% deposit for all new advertisers.

SIGNED:_____

NAME:_____

COMPANY:_____

ADDRESS:_____

CITY: _____STATE:_____ZIP:
_____

Please make checks payable to: "Stevens Publishing Company" and return to:
P.O. Box 221, Brightwaters, NY 11718 ◆ Fax: 631-661-2226

INTERIOR DESIGNERS SOURCE BOOK

SPC MARKETING COMPANY

SPC

STEVENS PUBLISHING COMPANY
P.O. Box 221, Brightwaters, NY 11718

631-661-2727

www.spcnetwork.com

Finally, a Comprehensive Guide Listing All the Goods and Services Any Interior Designer Will Ever Need!

The *Interior Designers Source Book* is designed for interior designers servicing the Greater New York City Region (the boroughs, Long Island, Westchester/Rockland and Western Connecticut.

The Guide will be sent to all top interiors designers and design firms in the Greater New York Region.

The Guide's special tab-section approach makes it easy for the busy designer to find all the goods, supplies and services necessary to run their business.

All suppliers to *Interior Designers* are urged to participate in this comprehensive directory. If your company serves the Greater New York region, please complete and return the Free Suppliers Listing Form. You will be listed in as many sections as you feel appropriate. The Free Listing form is on the back cover of this brochure.

The *Interior Designers Source Book* is published by Stevens Publishing Company, well-known for directories serving the Architectural Trade and the Financial Planning Industries.

Please call SPC now to become a part of this impressive guide for the interior designers.

Check out SPC on the Internet at:
www.spcnetwork.com.

Interior Designers Source Book

NYC — 2012

STEVENS PUBLISHING CO.
Box 221 ◆ Brightwaters, NY 11718 ◆ 631-661-2727

CIRCULATION:

The Interior Designer's Source Book is distributed to the industry as follows:

1) The region's **top interior designers and design firms** receive the book via direct mail. These executives **operate more than 1000 design establishments** in the Greater New York City region. This includes all the boroughs, Long Island and Westchester/Rockland counties.

2) Another **200 or so copies are distributed** at trade shows and other official functions during the year.

3) **100+ copies are distributed by request** from interested parties. These include design organizations, libraries and individuals who pay $65.00 per copy.

5) The Book is also availabe for download from the Interior Designer's Source Book website. This is a complete edition in PDF format.

Print distribution totals approximately 1200 each year.

Direct web downloads should total another 1500.

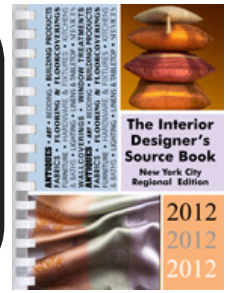The Publisher also circulates 100+ copies as sample books.

Total press run is 1400 directories.

www.spcnetwork.com/designer

The Interior Designer's Source Book
New York City Regional Edition
2012
2012
2012

FREE LISTING

**For the Most Comprehensive Source Guide
for Interior Designers in the Greater New York Region**

Interior Designers Source Book
PLEASE RESPOND <u>NOW</u> TO
BE IN OUR 2012 EDITION!

Thousands of the Region's top designers will be reading the 2012 edition of the **Interior Designer SourceGuide**. Make sure your company is listed. Please fill out and fax or return this form today.

Return this form to have your company listed in our Annual Edition of **Interior Designer SourceGuide**.

Or fill out the on-line form at: *www.spcnetwork.com/design*

LISTING INFORMATION

Contact Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: ____ Zip: _____

Telephone: (_____) _____

Fax: (_____) _____

Email: _____

Website: _____

Products/Services Offered:_____

_____

_____

Please fax or return this form to:

STEVENS PUBLISHING CO.

P.O. Box 221, Brightwaters, NY 11718

FAX: 631-661-2727

Phone: 631-661-2226

Would you like information on display advertising?
❑ **Yes**

SELECT SECTIONS(S) FOR YOUR LISTING:

❑ Antiques

❑ Art

❑ Bedding

❑ Building Products

❑ Fabrics

❑ Flooring

❑ Floorcoverings

❑ Furniture

❑ Hardware

❑ Fixtures

❑ Kitchens

❑ Baths

❑ Lighting

❑ Linens

❑ Tabletop

❑ Services

❑ Wallcoverings

❑ Window Treatments

❑ Other:
(_____)

Please Describe Your Goods or Services in Detail:

_____
—
_____
—
_____
—
_____
—
_____