

Modern Market Print: Ad Specifications 2012

CLOSING SCHEDULE

| ISSUE DATE | CLOSING DATE | MATERIALS DEADLINE | ON SALE* |
|---------------|--------------|--------------------|------------|
| Dec 11/Jan 12 | Sep 14 | Sep 21 | Nov 22, 11 |
| Feb 12 | Oct 24 | Oct 31 | Jan 3, 12 |
| Mar 12 | Nov 17 | Nov 28 | Feb 7, 12 |
| Apr 12 | Jan 3 | Jan 10 | Mar 13, 12 |
| May 12 | Feb 14 | Feb 22 | Apr 24, 12 |
| Jun 12 | Mar 21 | Mar 28 | May 29, 12 |
| Jul/Aug 12 | Apr 24 | May 1 | Jul 3, 12 |
| Sep 12 | May 17 | May 24 | Aug 7, 12 |
| Oct 12 | Jul 2 | Jul 11 | Sep 11, 12 |
| Nov 12 | Aug 7 | Aug 14 | Oct 16, 12 |
| Dec 12/Jan 13 | Sep 19 | Sep 26 | Nov 27, 12 |

MODERN MARKET AD SIZES

| Unit Size | Image Size | Text |
|-----------|-----------------------|-----------|
| 1/8 pg | 1 11/16" w x 1 7/8" h | 50 words |
| 1/4 pg | 3 9/16" w x 1 7/8" h | 100 words |

Size requirements in decimals and/or metrics are available upon request.

Dwell Modern Market is a formatted advertising section featuring select products and services.

The eye-catching section uses Dwell design, fonts, and color palette, along with consistent image sizes and standardized type-setting.

CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the ad copy and image. Dwell assigns the ad's position in the section and makes any copy corrections deemed necessary by our design and editorial guidelines.

Preparation & Submission Tools

For production tools and more information, refer to:
dwell.com/printads

Including the following:

- Create an Ad Portal User Guide
- Modern Market Tip Sheet
- Modern Market FAQs

Material Submission

Copy and image must be submitted via the Create an Ad portion of our ad portal:
dwell.sendmyad.com

The portal allows you to upload and preflight your image, input your copy, preview your composed ad, and submit to Dwell for approval.

You must set-up a free account to submit your ad. The registration process takes about 1 minute. There is no software to download or install.

Copy Requirements

- >The word counts noted above include your headline, subhead (optional), descriptive body copy, and contact information.
- >If your total copy exceeds the maximum word count, we will cut and edit your copy at our own discretion.
- >One line of space between the headline and the body copy and between the body copy and the contact information.
- >Headline in bold cyan
- >Contact information in bold
- >Optional subhead in italic
- >Optional photo caption in italic

Image Specifications

Advertiser supplied images must meet the following requirements:

- >Size as specified above according to unit size
- >Resolution: 300 dpi (dots per inch)
- >File Format: Tiff
- >Color Mode: CMYK (not RGB)
- >Advertisers are solely responsible for all applicable photo rights and/or permissions.
- >Dwell does not retouch, silhouette, or otherwise manipulate advertiser supplied images.

- >Advertisers are responsible for image press quality.
- >Hardcopy color proofs are not accepted for Modern Market ads. All images run to SWOP color specifications standards.

Logos

The clean layout and formatted structure of Modern Market does not allow logos to be used in place of copy or in addition to an image. To display a logo, an advertiser must include it within the image file submitted.

Client Confirmations & Approvals

You will be notified when the final version of the ad is ready for your review in our ad portal. If we do not hear back from you within two days, we will proceed with the ad, and it will run as is.

Once the ad is final, the portal will archive your materials for one year. You can use the portal to pick up a previously ran ad.

Reproduction Liability

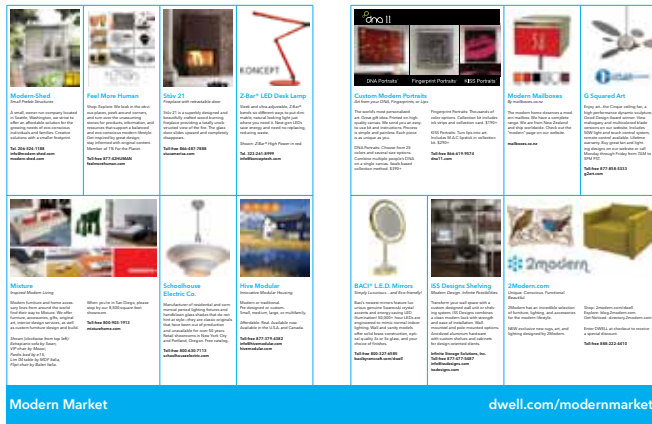
Dwell cannot assume responsibility for client satisfaction if the materials supplied do not strictly comply with our specifications.

Modern Market Print

Modern Market, Dwell's product-packed catalog, provides an affordable way to reach and engage Dwell™ Design Seekers.

MODERN MARKET IS DESIGNED TO:

- > Showcase specific products, services, and product lines in an attractive format
- > Quickly and efficiently connect your brand to qualified consumers ready to buy your products



PRINT MODERN MARKET IN-BOOK RATES*

| | 1x | 6x | 10x |
|----------|-------|-------|-------|
| 1/4-Page | 6,250 | 5,450 | 4,725 |
| 1/8-Page | 4,000 | 3,100 | 2,450 |

For inquiries on Advertising in the Modern Market section please contact:

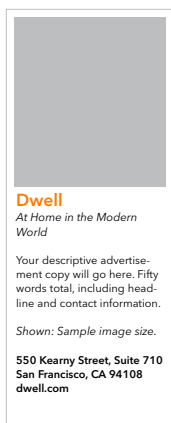
Joanne Lazar
Brand Manager, East
New York, New Jersey, Pennsylvania
Tel. 631-320-3185
jlazar@dwell.com

Diane MacLean
Brand Specialist / Northwest, Midwest,
Southeast & New England Regions
Tel. 248-858-9094
dmaclean@dwell.com

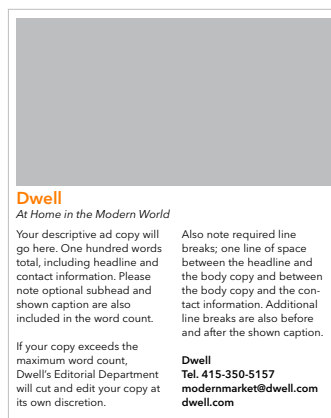
Esther McCulloch
Brand Specialist, California, Arizona,
New Mexico & Colorado
Tel. 562-437-7300
esther@dwell.com

AD SPECIFICATIONS

1/8 pg Vertical
IMAGE: 1 11/16" w x 1 7/8" h
WORDS: 50



1/4 pg Vertical
IMAGE: 3 9/16" w x 1 7/8" h
WORDS: 100



For inquiries on Production/Ad Specs in the Modern Market section please contact:

Tammy Vinson, Production Coordinator
550 Kearny Street, Suite 710
San Francisco, CA 94108
Tel. 415-373-5157
Fax 415-421-1436
modernmarket@dwell.com