



South Minneapolis Housing Fair Directory

Putting your message in front of motivated buyers
in a format they will keep handy all year long.

Reserve space today!

Does your company offer home improvement services or help residents purchase or finance homes? Reserve space in the South Minneapolis Housing Fair Directory. The event will be held March 10, 2012 at South High School, 3131 19th Ave. S.

This annual event attracts over 2,000 attendees who are in the market for home improvement goods and services. An ad in this directory will put your message in front of these prospects!

This directory will be given to all attendees of the fair, as well as distributed through all South Minneapolis libraries and other high traffic, family-oriented areas around South Minneapolis, 3,000 copies at least three weeks prior to the event. It will be available in South Minneapolis neighborhood offices year-round.

Event Date:
Saturday, March 10, 2012
10 a.m. - 3 p.m.
South High School, Minneapolis

Reserve your advertising space with
your booth, by **January 10, 2012.**

For more information on the Fair or
advertising, call Margo Ashmore,
Fair Coordinator, at 612-867-4874.

Ads can also be reserved until **Feb. 1, 2012** with
finished ads due shortly thereafter.
Pricing assumes the customer is supplying
print-ready electronic files.



We're building a new format this year!

Have you seen Hennepin County Libraries' quarterly program guides? Or the *Minnesota Women's Press*? The South Minneapolis Housing Fair Directory will be similar, a saddle-stapled publication of roughly 8 x 10.5 finished size, with a "permanent" feel more like a booklet than a newspaper. Paper stock is brighter, color is more available and color registration is improved.

Ad sizes:

	blk & wht	color
1/12th page 2.25" square	\$80	\$100
1/8th page 3.5" w x 2.25"h	\$125	\$150
1/6th page 4.75"w x 2.25" h	\$160	\$185
1/4th page 3.5"w x 4.5"h	\$250	\$300
Half page 7.25"w x 4.5"h	\$400	\$500
Full page 7.25"w x 9.5"h	\$900 incl. color	

Print specifications:

Ads meant to be black-and-white should be submitted in black-and-white.

Color ads should be submitted as full color CMYK PDFs.

Print-ready ads should be provided electronically in one of the following digital formats:

- High resolution PDF files with screens at 85 or 100 lines per inch with all fonts and images embedded
- EPS files with all fonts converted to outlines
- TIFF, JPEG or BMP files, at least 300 dpi, 600 dpi preferred

Note: Please check your color files for how black is handled. Black should be its own color, not a blend of CMYK (which can cause over-inking on newsprint). We also recommend that small type be printed in black, not color or white reversed out of color, for the crispest look possible.