

Spring 2012 Media Kit

The High Point Market Previews

Market Resource Guide

Pocket Guide



HIGH POINT MARKET WEEK

APRIL 21-26

THE NEXT SIX DAYS THAT MATTER

Exhibitor Checklist for High Point Market Publications

Form	Deadline
<input type="checkbox"/> Directory Listing Form for HP Market Previews (form 1.).....	Jan. 27 Fax to 336.888.3744
<input type="checkbox"/> Preview Product Photo Editorial Confirmation (form 2.).....	Jan. 27
<input type="checkbox"/> Preview Advertising Confirmation (form 2.).....	Jan. 27
<input type="checkbox"/> Market Resource Guide Advertising Confirmation (form 3.)	Feb. 24
<input type="checkbox"/> Market Resource Guide Logo Confirmation (form 3.)	Feb. 24
<input type="checkbox"/> Pocket Guide Advertising Confirmation (form 3.)	Mar. 23

Production Specifications are included for all market publications in the media kit package (pages 1 & 2). Additional forms are available at www.ihfc.com, click on the Media Kit tab. You may also request additional forms from your Account Executive.



highpoint MARKET
the world's home for home furnishings

Claim Your Share Of Billions In **Buying Power**

The High Point Market is the largest furnishings industry trade show in the world. Serious retail home furnishings buyers, interior designers and media from all points of the globe visit and monitor the Market for one simple reason: it's the center of the home furnishings universe.

This Large, Influential and Global Audience Gathers in Just One Place — the Pages of High Point Market Publications.

Think about it: over 45,000 buyers, thousands of interior designers and media professionals from around

the globe— it's the most serious concentration of buying power in the industry. While the industry has become global and difficult to reach through other means, High Point Market publications remain the most efficient, cost-effective advertising solution. Your customers are there. Make sure you are.

THE HIGH POINT MARKET **PREVIEWS**

Tell The World About Your Products

The Previews showcase your products and messaging the way you want to present it. Advertisers rely on these books to raise brand awareness, qualify buyers, drive traffic to showrooms and increase sales.

Advertisers Get **FREE** Product Promotion

At no additional charge, advertisers receive:

- High-resolution product shot (black & white)

- Up to 30 words of product description
- Color photography also available for modest up-charge

Show off new introductions, enticing buyers to visit your showroom. Buyers plan their Market by what they see here. These powerful product promotions are also available to non-advertisers. (See confirmation form for pricing.)

The Previews deliver for advertisers before, during and after Market. Be there.

Preview Deadlines:

Directory Listing:
January 27, 2012

Product Photos:
January 27, 2012

Advertising Space
Reservations and
Materials:
January 27, 2012



- 1 Useful Market Information Section, including a full listing of exhibitors and lines.
- 2 Full- or Half-Page ad sizes.
- 3 Product Photo Sections — including your own product photography and content.

The High Point Market Previews reside on highpointmarket.org and ihfc.com for exposure before, during and after Market.

No other vehicles are as effective at reaching these key influentials. Before, during and after Market, the people you most want to reach are reaching for The Previews, the Market Resource Guide and the Pocket Guide. Make sure you're seen there. And enjoy the same, proven, consistent results achieved by hundreds of successful exhibitors, Market after Market.

High Point Market Publications Contacts:

Ginny Butts, Publication Sales Manager	336.888.3782	gbutts@imcenters.com
Lee Kemp, VP Creative Services	336.888.3759	lkemp@imcenters.com
Gaye Outlaw, Director of InterHall	336.888.3754	goutlaw@imcenters.com
Laura McSorley, Marketing Consultant	336.888.3788	lmsorley@imcenters.com
Holly Allred, Marketing Consultant	336.888.3753	hallred@imcenters.com
Amy Scott, Marketing Director, Showplace	336.822.0428	ascott@imcenters.com
Meredith Mowery, Production Manager	336.888.3751	mmowery@imcenters.com
Marilyn Fowells, Marketing Assistant	336.888.3735	mfowells@imcenters.com
Mary Dusek, Marketing Coordinator	336.888.3746	mdusek@imcenters.com

THE MARKET RESOURCE GUIDE (MRG)

The Entire Market In Your Hands

The official Market Resource Guide connects motivated buyers and sellers quickly and efficiently. The MRG is one of the most-used publications, and one that provides long-lasting value to advertisers, serving as a comprehensive product buyers' guide long after Market is over.

- Comprehensive exhibitor listings
- Exhibitors by product categories
- Comprehensive floor plans
- Complete schedule of educational and social events
- Key Market information
- Area restaurant guide and local services

MRG Deadlines:

Directory Listing:
February 24, 2012

Advertising Space
Reservations and
Materials:
February 24, 2012



THE POCKET GUIDE

Guide Deadlines:

Directory Listing:
March 23, 2012

Advertising Space
Reservations and
Materials:
March 23, 2012

Pocket Guide: Goes Where Buyers Go

The official Pocket Guide is a highly popular and easy-to-use tool in a pocket-sized format. Buyers keep the Pocket Guide handy and use it to navigate the show. Key components of the Pocket Guide include:

- Alphabetical listings of exhibitors
- Color-coded shopping categories
- Educational and social events





Our Preview ad has made a difference in our market traffic. New customers came in this market because of seeing us in the Preview – one had the ad in her hand. What a great marketing tool – plan on us for April!

– Clell Smith, President
Kenian Imports

“MyMarket” Helps Your Customers Find You

Our MyMarket planning tool – available at www.highpointmarket.org > MyMarket – puts today’s most advanced technology to work for your customers, empowering them to tailor their Market Week experiences to their business needs.

To bring the full benefit of MyMarket to your company, update your listing, add video and photos, and start connecting with your customers.

THAT MATTER

HELP US HELP YOU TO **REACH MORE BUYERS** BEFORE AND DURING MARKET



We are so pleased with the overwhelming response we received from our ads in the Designer Preview and Furniture Preview. We have received phone calls from new potential buyers almost every day since they were mailed.

– Gail Slate
Curations Limited

Press Kits

To help you stand out among the 2,000 exhibitors showing at the High Point Market and to ensure you’ll grab the attention of buyers and press, send your press kits to the Media Center. The Media Center distributes press kits to all national and international media at the High Point Market...and it’s FREE! A minimum of 50 kits is recommended for smaller companies. Larger companies should send 75-100.

Send press kits by April 19, 2012, to:
High Point Market Authority
164 South Main Street, Suite 700
High Point, NC 27260

Event Promotion

If you are hosting an event at the April High Point Market, get the event listed at www.highpointmarket.org, on MyMarket, and on the all-important Press Calendar. Just send the information by April 16, 2011 to events@highpointmarket.org.

THE NEXT SIX DAYS

Directory Listing Form:

The High Point Market **Previews** | **Market Resource Guide** | **Pocket Guide**

form 1.

Your High Point Marketing Contact

Listing Deadline: January 27, 2012

Account Executive: _____

Phone: _____

E-mail: _____

Please complete the following information for your listing. Please return this form by **FAX to 336.888.3744**. If you have any questions, please contact your Account Executive.

Company Name: _____

Showroom Location: _____

Single Line Product Description, 40 characters or less, including spaces (Example: Casegoods, All Styles; Decorative Accessories)

Corporate Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Corporate Phone: _____ Corporate Fax: _____

Corporate Toll-Free Phone: _____ Corporate Toll-Free Fax: _____

Corporate E-mail: _____ Website: _____

Showroom Phone: _____ (non-published) Marketing Contact & E-mail: _____

Corporate Management to be listed in the Directory. (Limited to 4 names)

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Submitted by: _____ Date: _____



Preview Confirmation Form

form 2.

Please complete the following information:

Advertiser Name: _____ Showroom Location: _____

Billing Information: _____ Agency _____ Advertiser

Authorized Contact Name: _____ Title: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____ Website: _____

Preview Product Photo Editorial

Deadline: **January 27, 2012**

_____ Color (Non-Advertiser Cost \$295 each) _____ Black & White (Advertisers only)

Indicate category (one image per category) and provide description (30 words or less) below.

Furniture Preview Categories		Accessory Preview Categories	
_____ Furniture-General	_____ Outdoor Living	_____ Accent Furniture/Occasional	_____ Softgoods/Textiles
_____ Contemporary	_____ Rugs	_____ Decorative Accessories	_____ Wall Décor
_____ HomeTheater/Home Office	_____ Sustainable	_____ Lighting	
_____ Made in America	_____ Upholstery/Leather/Motion		

Photo Description _____

Preview Advertising

Deadline: **January 27, 2012**

Size	1-2X Cost	4X Cost	6X Cost	8X Cost	Repeat my ad from:	
Full Page	_____ \$3,295	_____ \$3,195	_____ \$3,095	_____ \$2,895	_____ Fall 2011	_____ Spring 2011
Full Page Special Position	_____ \$3,495	_____ \$3,395	_____ \$3,295	_____ \$3,095	_____ Furniture Preview	_____ MRG
2-Page Spread	_____ \$5,295				_____ Accessory Preview	_____ Pocket Guide

Contact your Account Representative for special placement, spread ad, and package pricing and discounts. No cash discounts. No cancellations accepted after closing dates. Materials submitted will be discarded after one year.

Total Cost \$ _____

Signature: _____ Date: _____

(I agree to Standard Terms & Conditions)

Terms & Conditions:

Signing this agreement indicates a firm space commitment in accordance with the corresponding rate card. This agreement may be executed in counterparts. Cancellations are nonrefundable. All rates are net. Payment by credit card is available. No agency or cash discounts are offered or permitted. A \$500 late fee will be charged for materials received after the materials deadline. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for this agreement; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred, whichever is less. No adjustments will be made to any free listing or advertisement.

Credit Card Payment Information: _____ VISA _____ MasterCard _____ American Express _____ Discover

Card Number: _____ VCS Number: _____ Exp. Date: ____/____/____

Authorized Signature: _____



The Designer Preview
 is a publication focusing exclusively on information important to interior designers. The magazine is mailed together with the Furniture & Accessory Previews to every buying organization attending High Point. It is also available at showrooms, the Designer Resource Center and magazine bins throughout the Market.

- Advertising opportunities available to pre-qualified "Designer-Friendly" medium-high to high-end exhibitors.
- First time advertisers receive an additional FREE editorial written by our editors.
- After initial participation, advertisers will receive a discount on second page.
- Manufacturers that qualify and currently advertise in other High Point Market official publications will receive additional discounts.

Contact your Account Executive for additional information.

MRG/Pocket Guide Confirmation Form form 3.

Please complete the following information:

Advertiser Name: _____ Showroom Location: _____

Billing Information: _____ Agency _____ Advertiser

Authorized Contact Name: _____ Title: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____ Website: _____



Market Resource Guide (MRG)

Deadline: **February 24, 2012**

Size	1-2X Cost	4X Cost	6X Cost	8X Cost
Full Page	___ \$3,295	___ \$3,195	___ \$3,095	___ \$2,895
2-Page Spread	___ \$5,295			
Logo with Listing (Color)	___ \$275			
Logo with Listing (B&W)	___ \$250			

Repeat my ad from:
 Spring 2012 Fall 2011
 Furniture Preview MRG
 Accessory Preview Pocket Guide

The Pocket Guide

Deadline: **March 23, 2012**

Size	Cost
Full Page	___ \$3,695

NOTE: Limited advertising space available. Contact your account representative to make sure space is available.

Repeat my ad from:
 Spring 2012 Fall 2011
 Furniture Preview MRG
 Accessory Preview Pocket Guide

Contact your Account Representative for special placement, spread ad, and package pricing and discounts. No cash discounts. No cancellations accepted after closing dates. Materials submitted will be discarded after one year. All advertising subject to HPMA approval.

Total Cost \$ _____

Signature: _____ Date: _____

(I agree to Standard Terms & Conditions)

Terms & Conditions:

Signing this agreement indicates a firm space commitment in accordance with the corresponding rate card. This agreement may be executed in counterparts. Cancellations are nonrefundable. All rates are net. Payment by credit card is available. No agency or cash discounts are offered or permitted. A \$500 late fee will be charged for materials received after the materials deadline. Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for this agreement; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred, whichever is less. No adjustments will be made to any free listing or advertisement.

Credit Card Payment Information: VISA MasterCard American Express Discover

Card Number: _____ VCS Number: _____ Exp. Date: ____/____/____

Authorized Signature: _____

Digital Production Specifications:

The High Point Market **Previews** | **Market Resource Guide** | **Pocket Guide**

page 1.

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors must be converted to CMYK.
- Crop marks and color bars should be outside printable area (12-point off set).
- Only one ad per PDF document. (**Submit spreads as single page files**, including bleed through center on each, and indicating right-hand page [RHP] and left-hand page [LHP] in the name of the file.)

Document setup

- Set the document page size to the **actual trim size** of the ad with bleeds extending 1/8" beyond the trim.
- Native files may be submitted. Use QuarkXPress, Adobe InDesign, Adobe Photoshop or Adobe Illustrator (Mac or Windows) for ad layouts. You must include all fonts, links, images, etc. used to build the file. Please include a low resolution PDF file for visual positioning.
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors. No embedded profiles or ICC tagged images should be included. CMYK conversions should be generated using UCR.
- Maximum black ink density of 80% and total ink density not to exceed 300%.
- Text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.
- All images must be 300 dpi at actual size. Line art and rasterized type must be at least 600 dpi.

Unacceptable file types

- **Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will NOT be accepted.**

Preview Product Photo Submissions

Upload your photo and 30 word (or less) description at www.ihfc.com/fileupload.

Photos must be 300 dpi and a minimum of 5" high or wide as a separate tiff, jpg or pdf file. Type your text into the box provided.

No text is allowed inside photos. No logos permitted with submissions.

Submitting digital files

- Files may be submitted on CD or uploaded to the IHFC website at www.ihfc.com/fileupload or use the link from the home page.
- To upload your file, go to www.ihfc.com and select "upload a file" from the home page. From there you will be prompted to select and fill out the appropriate forms and upload your files. Complete all fields for a successful file transfer.

Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at www.swop.org. Without an accurate SWOP-provided proof, we cannot be held responsible for the outcome of color on press. **Files submitted online require at least a fax to show content and position, but a color proof is preferred.**

Submitting required proofs

Mail proofs to:

IHFC, Attn. Production Manager
210 E. Commerce Ave, High Point, NC 27260
ph: 336.888.3751 fax: 336.888.3744

Important notes

- All signed agreements are firm. Cancellations are nonrefundable.
- Additional charges will apply for any necessary alterations to files submitted that do not meet specifications.

Design Services:

Our in-house advertising agency can help you with your production needs. Costs vary depending on the complexity, size and materials provided. Costs will be billed with your ad insertion invoice. Contact Meredith Mowery, Production Manager, with any questions: 336.888.3751.

MRG Logo Submissions

Upload your .pdf, .tif, or .jpg format logo file at www.ihfc.com/fileupload.

Logos must be 600 dpi at actual size and a maximum of 2.5625" wide or 0.6875" high.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability.

The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

Ad Sizes: The High Point Market Previews

Preview Deadlines:

- Directory Listing: January 27, 2012
- Product Photos: January 27, 2012
- Advertising Space Reservations: January 27, 2012
- Advertising Materials: January 27, 2012



Full Page Spread
 Trim: 16-1/2" x 10-7/8"
 Bleed: 16-3/4" x 11-1/8"
 Safety/Content: 15-1/2" x 9-7/8"
 Non-Bleed Ad: 15-1/4" x 10"



Preview Product Photo Submissions

Upload your photo and 30 word (or less) description at www.ihfc.com/fileupload.

Photos must be 300 dpi and a minimum of 5" high or wide as a separate tiff, jpg or pdf file. Type your text into the box provided.

No text is allowed inside photos. No logos permitted with submissions.

Full Page Non-Bleed
 7" x 10"

Full Page Bleed
 Trim: 8-1/4" x 10-7/8"
 Bleed: 8-1/2" x 11-1/8"
 Safety/Content: 7-1/4" x 9-7/8"

Half Page Non-Bleed Only:
 7" x 5"

Ad Sizes: The Market Resource Guide (MRG)

MRG Deadlines:

- Directory Listing: February 24, 2012
- Advertising Space Reservations: February 24, 2012
- Advertising Materials: February 24, 2012



Half Page Horiz.
 5-3/8" x 3-5/8"
Half Page Vert.
 2-5/8" x 7-3/8"
Quarter Page
 2-5/8" x 3-5/8"

MRG Logo Submissions

Upload your .pdf, .tif, or .jpg format logo file at www.ihfc.com/fileupload.

Logos must be 600 dpi at actual size and a maximum of 2.5625" wide or 0.6875" high.

Full Page Non-Bleed
 5-3/8" x 7-3/8"

Full Page Bleed
 Trim: 6-1/4" x 8-1/4"
 Bleed: 6-1/2" x 8-1/2"
 Safety/Content: 5-1/4" x 7-1/4"

Ad Sizes: The Pocket Guide

Guide Deadlines:

- Directory Listing: March 23, 2012
- Advertising Space Reservations: March 23, 2012
- Advertising Materials: March 23, 2012



Full Page Non-Bleed
 4" x 7-7/8"

Full Page Bleed
 Trim: 4-1/2" x 8-1/2"
 Bleed: 4-3/4" x 8-3/4"
 Safety/Content: 3-3/4" x 7-3/4"

Full Page Spread
 Trim: 9" x 8-1/2"
 Bleed: 9-1/4" x 8-3/4"
 Safety/Content: 8-1/4" x 7-3/4"
 Non-Bleed Ad: 8" x 7-7/8"