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Providing **Quality Publications** for  
Jacksonville, Gainesville, Orlando,  
Daytona & Southeast Georgia  
for more than 15 Years!



**JACKSONVILLE & NORTHEAST FLORIDA**

**remodeling resource**

A Resource Guide for  
Baker, Clay, Duval,  
Nassau & St. Johns counties

**MEDIA KIT**



(904) 296-1304 | Fax: (904) 296-9913  
6620 Southpoint Dr. S., Ste. 310  
Jacksonville, FL 32216  
[www.heritagepublishinginc.com](http://www.heritagepublishinginc.com)



*"The most complete home improvement resource I've ever seen. A must have if you're contemplating any home improvement project in the Jacksonville area".*  
 — "America's Voice of Home Improvement" ©

The *Jacksonville & Northeast Florida Remodeling Resource* is a comprehensive reference guide containing a list of building, remodeling, interior design, architectural & home improvement trade information.

### CONTENT

- Articles May Include:
  - Remodeling - Cost vs. Value
  - Flooring Options
  - Insulation Benefits
  - Painting and Color Design
  - Landscape Design
  - Interior Design Concepts
  - Working with General Contractors
  - Architectural and Engineering Information
  - Energy Conservation
- ... and Much, Much More!

### PUBLICATION DEADLINES

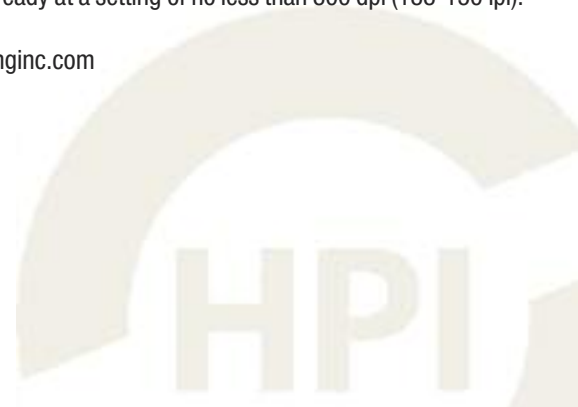
Editorial Copy, Photos & Artwork .....	December 26, 2011
Advertiser's Camera-Ready Artwork .....	December 30, 2011
Date to Printer .....	January 27, 2012
Publication Date .....	February 27, 2012

### SPECIAL ADVERTISING RATES

- Agency discount is 15%. To qualify for an agency discount your advertising agency must provide camera-ready artwork in an acceptable file format as specified in the Artwork Submissions checklist below and include a bona fide Agency Insertion Order.  
**Tab Inserts excluded.**
- A discount of 5% is available to all advertisers who prepay upon contract.
- Tab Inserts will be placed every 16 to 32 pages. Tab placement is determined by Heritage Publishing, Inc. 50% payment is due at contract signing and 50% is due upon ad approval. A 10% charge is added to the total sale for guaranteed insert placement in a specific category.

### PRINTING SPECIFICATIONS & ARTWORK SUBMISSIONS

- Predesigned ads are accepted in Macintosh Quark (with supporting files), EPS (with fonts converted to outline), TIFF or PDF file formats.
- Artwork submitted is considered camera ready at a setting of no less than 300 dpi (133-150 lpi).
- Directory trim size: 6" x 9"
- Submit artwork to: [art@heritagepublishinginc.com](mailto:art@heritagepublishinginc.com)





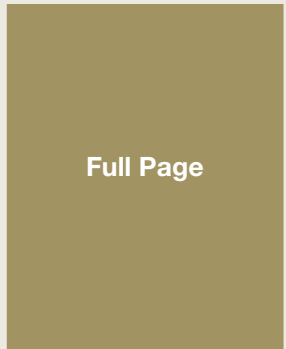
**2012-2013 ADVERTISING RATES**

<i>Premium Positions</i>	<i>Type of Advertisement</i>	<i>Rate</i>
	Outside Back Cover.....	\$4,995
	Inside Front Cover .....	\$3,995
	Inside Back Cover.....	\$3,495
	Tab Insert - Front Side .....	\$4,000
	Tab Insert - Back Side .....	\$3,500
	Page 1.....	\$3,495

	Full Page with or without Bleed .....	\$3,295
	1/2 Page Horizontal .....	\$2,295
<i>4-Color</i>	1/2 Page Vertical .....	\$2,295
	1/4 Page Horizontal .....	\$1,495
	1/4 Page Vertical.....	\$1,495

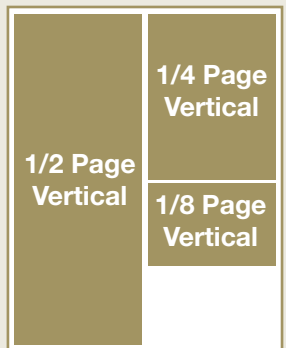
	Full Page with or without Bleed .....	\$2,795
	1/2 Page Horizontal .....	\$1,995
	1/2 Page Vertical .....	\$1,995
<i>Black &amp; White</i>	1/4 Page Horizontal .....	\$1,195
	1/4 Page Vertical.....	\$1,195
	1/8 Page Horizontal .....	\$795
	1/8 Page Square .....	\$795

<i>Column Listing</i>	Bold Listing .....	\$295
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Full Page

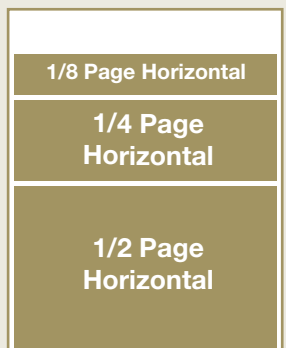
**Trim Size:** 6 x 9  
**Live Area:** 5.25 x 8.2  
**Bleed:** 6.25 x 9.25



**1/2 Page Vertical**  
2.542 x 8.2

**1/4 Page Vertical**  
2.542 x 4.038

**1/8 Page Vertical**  
2.542 x 1.956



**1/8 Page Horizontal**

**1/4 Page Horizontal**

**1/2 Page Horizontal**

**1/2 Page Horizontal**  
5.25 x 4.038

**1/4 Page Horizontal**  
5.25 x 1.956

**1/8 Page Horizontal**  
5.25 x 0.913

All measurements are listed in inches.

If you have any questions regarding ad design or artwork submissions, please contact us at [art@heritagepublishinginc.com](mailto:art@heritagepublishinginc.com)



## **DISTRIBUTION: 15,000 COPIES**

### **PROFESSIONAL** *poly-bagged copies will be mailed via United States Postal Service to the following:*

Local Home Builders - All Members of the  
Northeast Florida Builders Association (NEFBA)  
Architects  
General Contractors  
Interior Designers  
Developers  
Realtor/Builder Expo  
NEFBA Construction Industry Trade Show  
Appraisers  
Land Surveyors

### **GENERAL PUBLIC** *copies will be hand delivered via HPI distribution to the following:*

#### **21 JACKSONVILLE PUBLIC LIBRARIES AND OTHER COUNTIES' LOCAL LIBRARIES**

#### **REAL ESTATE/REAL ESTATE SERVICES**

Atkinson Realty  
Century 21  
Coldwell Banker Realty  
ERA  
Exit Real Estate Gallery  
Jax Beaches Association of Realtors  
Magnolia Properties  
NEFL Association of Realtors (NEFAR)  
Ponte Vedra Beach Realty  
Prudential Network Realty  
Prudential Real Estate Relocation Services  
Re/Max Real Estate  
Riverpoint Properties  
Watson Realty Corp.  
Weichert Realtors

#### **CHAMBERS OF COMMERCE**

##### **Jacksonville Regional**

Amelia Island/Fernandina Beach/Yulee  
Baker County  
Clay County  
Greater Nassau County  
Ponte Vedra  
St. Johns County

#### **US NAVY**

NAS Jacksonville, Family Service Center  
NS Mayport, Family Service Center

#### **HOME IMPROVEMENT CENTERS**

Home Depot  
Lowe's  
Flooring Centers  
Remodeling and Design Centers  
Kitchen and Bath Showrooms  
Building Supply Centers  
Door and Window Stores  
Lighting and Fixture Showrooms  
Appliance Stores  
Hardware Stores

#### **MORTGAGE COMPANIES**

Springleaf Financial Services  
BB&T  
Bank of America Home Loans  
SunTrust Mortgage  
Wells Fargo Home Mortgage

#### **CONTRACTORS**

Electricians  
Plumbers  
Roofing  
Landscape/Lawncare  
Garage Remodeling  
Swimming Pool  
Heating and Air  
Painters

#### **OTHER**

Jacksonville City Hall  
Ed Ball Building  
Jake M. Godbold City Hall Annex  
Home and Patio Show  
Homeowners Associations  
Cleaning Services/Maids



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