

Decorating  
& Staging **Today**

# Media Guide

**Are you Looking for an  
Inexpensive Way to  
Promote your  
Products and/or Services?**

# Decorating & Staging Today

Decorating and Staging Today, a premiere quarterly on-line magazine, began as a weekly newsletter that has delighted and educated entrepreneurs, decorating dabblers, and aspiring decorators over the years. In 2009, it evolved into a monthly online magazine, The DECOpolitan, resulted in a database growth of over 30% in just 4 months.

Each free issue includes decorating and staging tips, how-to, industry happenings, products, and profiles of inspired decorators and stagers from around the world. Also read about color, window fashions, and the business of decorating. The almost 5000 strong demographic is primarily female entrepreneurs with a decorating or staging related business or the DIY that simply loves to decorate.

If this is who you need to reach, don't miss your chance to promote your goods or services in an exciting way. Be among the elite who are reaching out to the readers of Decorating and Staging Today. If you have any questions, feel free to contact us via email or call us.

Thank you,

Sandra Racz

435-901-1205

# Decorating & Staging **Today** Submission Requirements

## **CONTACT:**

For questions regarding the submission of ad materials, please contact : Sandra Racz at 435-901-1205 or [sandra@sandraracz.com](mailto:sandra@sandraracz.com)

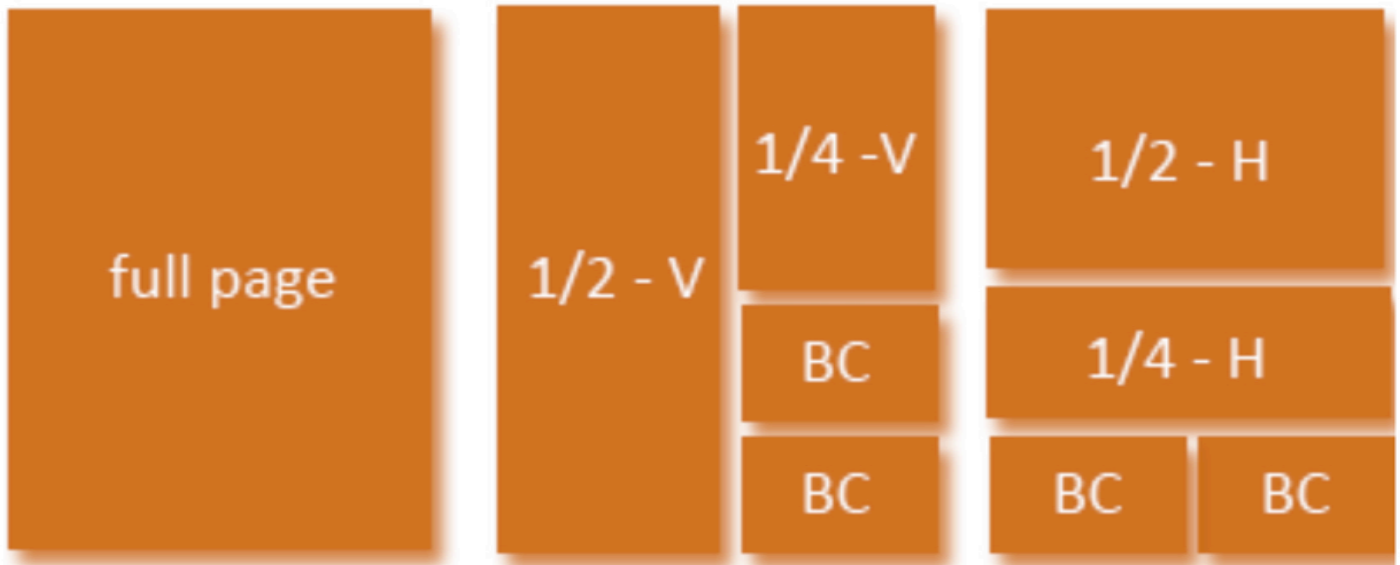
**FORMATS ACCEPTED:** All electronic artwork submissions must be in the form of a PC/Mac- compatible file. Acceptable file formats are EPS, TIFF, and PDF. JPEG files are acceptable, but not recommended due to lower image quality.

**GRAPHICS & PHOTOS:** Include all high-resolution digital photo and graphics files (at a resolution of 300 dpi or higher at the size which they will be used.) Save graphics files as EPS or TIFF files and photos as JPG.

**LAYOUT:** Ad layouts should be designed to the ad size: any placement, approval information, or other information should be placed within outlined below ad specifications. Bleeds should be built into the document size. Any ad created with a document size different from the ad size (including ads with bleeds) may be subject to refusal.

**FONTS:** True Type Fonts only. If a font collection program is used, be sure to include any fonts that were used in support files.

Email [Sandra@sandraracz.com](mailto:Sandra@sandraracz.com) for instructions



## Decorating & Staging *Today*

### AD SPECIFICATIONS:

- Full Page w/Bleed - Trim Size 8.75"x11.25"
- Full Page No Bleed - 7.75"x10.25"
- 1/2 Page Vertical - 3.75"x10.25"
- 1/2 Page Horizontal - 7.75"x5"1/3
- 1/4 Page Vertical - 3.75"x5"
- 1/4 Page Horizontal - 7.75"x2.312"
- 1/8 Page Horizontal - 3.75"x2.312"

### Quarterly Ad Size and Pricing

Business Card	\$50 per issue/quarter
1/4 Page	\$75 per issue/quarter
1/2 Page	\$100.00 per issue
Whole page	\$150.00 per issue

10% discount for 4 Issues Issue Contract Package Pricing  
Contact [Sandra@thedecoratingandstagingacademy.com](mailto:Sandra@thedecoratingandstagingacademy.com)

# Decorating & Staging *Today*

**Today's Date:**

**Company:**

**Contact Person:**

**Company Phone**

**Contact Email**

**AD Size Selected:**

**Ad Issues :Q1,Q2, Q3. Q4**

**Ad Cost \_\_\_\_\_ X # \_\_\_\_\_ Issues = \$ \_\_\_\_\_**

**COMMENTS/SPECIAL INSTRUCTIONS:**

**Space and Copy Deadlines:**

**Space reservations and copy for camera ready ads are due 12 noon , on the 10th of the preceding month prior to publication.**