

A PUBLICATION OF THE DOOR AND HARDWARE INSTITUTE

DOORS AND HARDWARE[®]

The Premier
Resource for the
Openings Industry

2005 Media Kit
Rate Card No. 45

The ONLY magazine dedicated to the architectural openings industry! *Doors and Hardware* goes to the stakeholders who have demonstrated an interest in commercial doors and hardware products and are qualified annually to receive our magazine.

**Compare Costs,
Compare Value,
Compare Impact!**

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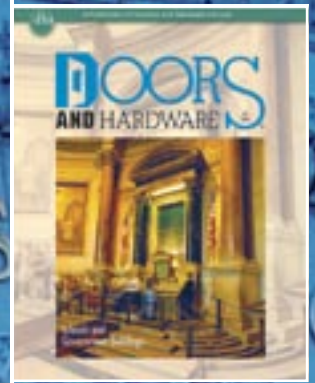
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WWW.DHI.ORG





75% of our Readership is **YOUR** Target Audience!

Doors and Hardware reaches over 13,000 readers each month, including 5,800 architects and specifiers!

47% of readership are Stakeholders

28% of readership are Distributors

Our Readership is YOUR Target Audience!

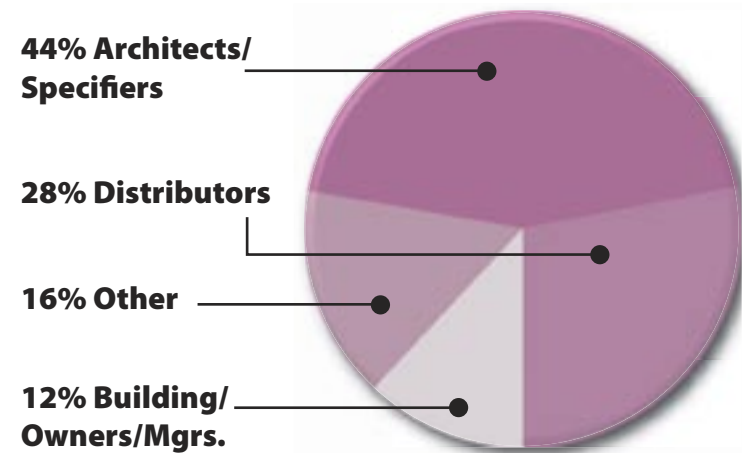
78% take action...at minimum refer an ad or article to a business associate

55% visit the advertiser or author's Web site. They pass along the issue to an average of two other readers.

50% are Principals or Managers in their Company & spend 30 minutes reading an issue

50% recommend or purchase a product based upon the ad or article

* Data based on February 2004 Readership Survey.



Doors and Hardware magazine = Value

- Primary resource for technical, product, code and general industry information. Targeted audience within the distribution channel specifies and has authority and purchasing power for architectural openings products.
- Readership surveys provide industry statistics, demographics of readership and circulation, allowing you to effectively market your products and services.
- Only publication specifically addressing the architectural openings industry. On average, readership scores reflect above 50% recognition for advertisements.

Publisher's Statement: To the best of our knowledge, the staff and publishers of *Doors and Hardware* magazine hereby state that all data included in this rate card are true and accurate.

Gerald S. Heppes, Sr., CAE, Publisher

Doors & Hardware Magazine is the Clear Choice for Readers and Advertisers

"I always find the articles in *Doors and Hardware* well-written and informative. I believe your publication is always an item of significant value. Keep up the good work."

—President, Architectural Firm

Responsive end-users

Based on the February 2004 Readership Survey, 78% of *Doors and Hardware* readers took at least one or more actions after reading an issue and seeing an advertisement.

Widely circulated

Multiple readers within an organization (i.e., not only do they read *Doors and Hardware*, but then also pass it along to others in organization)-average 2.3 readers per copy.

Premier industry resource

Doors and Hardware is the highest-read publication in the architectural openings industry. The next highest-read industry-related publication represents more than a 50% difference in rating and quality editorial.

Qualified readership & quality editorial

Majority of readership are decision makers:

- 36% are owners/senior management
- 47% are management level professionals
- 79% rate the editorial content "excellent" or "good"

"...look forward to each issue of *Doors and Hardware*. I learn something new each time on products and 'Tech Tips' [as well as] where to go for new products with the ads Estimator."

—E-Sales Distributor

Doors and Hardware magazine is published monthly by the Door and Hardware Institute (DHI). The Institute is a not-for-profit association for individuals and companies associated with the door and hardware profession. DHI serves as the principal advocate and primary information, professional development, and certification resource for the architectural openings industry. As a distribution periodical, *Doors and Hardware* is typically received the first week of the issue month and is listed under the Standard Industrial code (SIC) 41.

Advertising Services and

Marketing Opportunities

Doors and Hardware magazine offers Advertising Services and Marketing Opportunities throughout the year!

“AAA Rate Protection Month” Reserve space for **January** 2005 and enjoy last year's rate before it's too late!

ADVERTISER READER STUDY—How does your advertising stand up against the competition? Receive a comprehensive analysis of readership and ad recognition. *Doors and Hardware* will conduct an Ad Readership Study in conjunction with our **February** 2005 issue. The purpose of this study is to survey *Doors and Hardware* readers and measure the effectiveness of your advertisement against your fellow advertisers.

BONUS DISTRIBUTION—*Doors and Hardware* magazine is distributed at every major industry trade show- American Institute of Architects (AIA), Construction Specification Institute (CSI), Associated Locksmiths of America (ALOA), and the annual DHI Conference and Exposition. This means your ad reaches the key decision-makers in the openings industry who attend these events. *Doors and Hardware* also offers a bonus mailing of the **October** 2005 issue that is sent to a targeted list of 6000 specifiers and architects who are carefully selected based on their interest in specifying, purchasing and/or authorizing openings products.

EDITORIAL OPPORTUNITIES—Editorial content for *Doors and Hardware* magazine is provided almost exclusively by volunteer authors. We encourage our manufacturing and distributing community, the experts in the field, to write for our publication. An article in *Doors and Hardware* with your byline in the story and on the contributor's page is a great complement to display advertising within the publication. The only caveat—the article must be of an educational nature and cannot be promotional.

DOUBLE FREQUENCY MONTH—Perfect for the occasional advertiser! Do you normally pay the 3x rate? Advertise in **June** and you'll pay less. Check out June's issue to place your insertion order today and take advantage of this new marketing opportunity!

NEW for 2005! INDUSTRY MARKETPLACE—The “Industry Marketplace” section is the print version of this widely popular feature of the DHI Conference and Exposition! Call for more details about participating in this unique opportunity featured in the

January 2005 issue of *Doors and Hardware*—a perfect complement to the 2004 Conference and Exposition follow-up article. Make sure you're in there because your competitor definitely will be!

ONLINE READER SALES-LEAD PROGRAM—Your advertisement in *Doors and Hardware* receives a Web site address so readers can go online and request information about your products or services throughout the year. You receive the leads while they are still HOT! No delays in waiting for the processing and turnaround of traditional reader service cards. Readers can even use the hotlink to go directly to your company's Web site from this directory—all at no additional charge!

New! Product Photos featured in the Press Release Product Section.

Send us your products pictures and we'll place them in our Product Press Release Section of *Doors and Hardware* magazine. FREE for current display advertisers.

DISCOVER THE MARKETING POWER OF REPRINTS

Innovative marketing with article reprints offers the best use of your marketing budget. Consider these opportunities to use reprints for:

- **Trade Shows • Employee Training • Press Media Kits**
- **Sales Presentations • Conference Material**
- **Investor Relations Material**

Reprints fully engage your audience. Your brand is seen, recognized and packaged with compelling words and dynamic color. Reprints extend your brand and add credibility to your product, company or service.

For more information or pricing contact: Al Esposito
The McNeill Group, Inc. 385 Oxford Valley Rd., Suite 420
Yardley, PA 19067 P: 215-321-9662 F: 215-321-9636 E-mail:
aesposito@mcneill-group.com

PRESS RELEASE PROGRAM—New hire? New Web site, service or catalog? Share this timely info with *Doors and Hardware* readers. We offer five different departments in our magazine:

- Updates** New company developments, safety requirements, appointment of sales agencies and the like.
- Info-Source** Catalog releases, CD-ROM releases and other sources of information.
- E-News** Electronic news, such as Web site launches.
- People** New hires, promotions (photographs of people are accepted and run as space permits)
- Products** Press releases from manufacturers on new products-150 word description and photo. See the specs section of this media kit for submission details

Note: The production schedule for editorial content runs 2 months in advance of the issue date (e.g., Press releases for the November issue are compiled in September or earlier). DHI expresses no guarantee of publication of any press release.

PRODUCT SHOWCASE SECTION—A special section dedicated to your products in the **July** and **December** 2005 issues. Schedule your placement today to highlight your new product or catalog in a 1/6 page space complete with 60 word description and color photo. Special Ad rates apply.

NEW for 2005! “PROFILES” SECTION—Comprehensive “Advertorial” opportunity that offers the flair of advertising with the focus of editorial. FREE for our full-page advertisers. Use this valuable marketing vehicle, available in both the **March** and **August** 2005 issues, to provide important details and commentary about your new line or product.

DHI MAILING LIST—When you wish to supplement your advertising campaign with direct mail, you may use part or all of the *Doors and Hardware* circulation list for a minimal cost, using a third-party mailing house. You may select the mailing list based on industry, geographic location, and members vs. non-members. FREE to 12x advertisers!

COLUMNS—Appearing as regular features on a month-by-month basis within the pages of *Doors and Hardware*:

Business Buzz Focused on Sales, Management, Tax Tips, Legal Issues and Marketing Efforts

Stockkeeping Universe **NEW for 2005!** Addresses key distribution and inventory issues

Tech Tip Earn 3 points towards your DHI Continuing Education renewal application by answering the monthly question and figure out the problems.

Ask the Architect Find yourself wondering what the architect on this or that job thinks? Get answers on a myriad of topics from the perspective of the architect.

Did You Know? **NEW for 2005!** General tidbits of industry-related info that will have you sharing with co-workers, “Did you know...?”

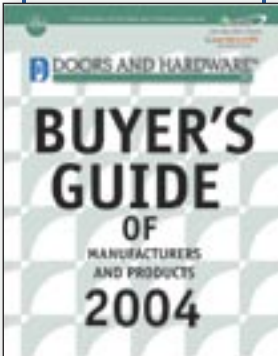
Code Corner Get the latest updates and news in the ever-changing world of industry codes and specifications.

Disclaimer: The Publisher of *Doors and Hardware* reserves the right to change, modify or discontinue value-added services or marketing opportunities without prior written notice to advertisers.

Doors and Hardware 2005 Editorial Calendar

www.dhi.org



	January	February	March	April	May	June	July	August	September	October	November	December			
Content Deadlines	Due Nov. 2004	Due Dec. 2004	Due Jan. 2005	Due March 2005	Due April 2005	Due May 2005	Due June 2005	Due July 2005	Due Aug. 2005	Due Sept. 2005	Due Oct. 2005	Due Nov. 2005			
Cover Story	Door Issue #1 Featuring the annual "DHI Certified Consultant Directory"	Specifications	Security Issue #1	Annual Buyer's Guide 17TH edition	Hardware	Door Issue #2	Codes/Life Safety/ADA	Security Issue #2 Pre-Conference Issue	Industry Trends Conference Issue	Buildings	Door Issue #3	Annual Industry Distributors Listing; "Most Unique/Best Project" Awards			
Editorial Features	Focus on door installation, custom, residential, glass and aluminum doors, window walls, storefronts, stacked doors, trends in distribution. DHI Certified Consultant Guide—A comprehensive reference to certified industry professionals in your area. DHI San Antonio Conference 2004 Wrap Up!	What makes a good spec? Incorporating electronics in specifications. Applications of fire alarm, electronic systems. Impact of new Masterformat™	Electronics, access control, strikes, products, biometrics, warranty issues	The most complete architectural openings directory and reference, featuring over 1,500 companies in over 200 product categories	Specialty tools, decorative hardware, closers, installation do's and don'ts, electronic integration with access control, refurbishing and reconditioning antique hardware	Focus on WDMA, wood and metal doors, veneers, expert issues inventory management, warehouse layout, warranty issues	Ramps, thresholds, NFPA, building egress, etc..	Convenience vs. Security: security systems, role of the consultant at the beginning of project planning, SAF 70	"Green" issues: sustainable design, employee retention, careers within the industry, insurance issues for small businesses, consolidation, business management, software, security	Government buildings, health care facilities, sports complexes, behind the scenes with architects	Focus on installation, specialty doors, fiberglass faced, partitions, mailboxes, retrofitting, monumental doors, pre-assembled openings. Conference wrap-up.	Comprehensive reference guide of industry distributors and their contact information. Recognition of the year's most unique and innovative applications of openings products			
															
Product Showcase Advertising Rates															
<table border="0"> <tr> <td style="text-align: center;">1/6</td> <td style="text-align: center;">One time \$300</td> <td style="text-align: center;">2 times \$250 (each insertion)</td> </tr> </table>													1/6	One time \$300	2 times \$250 (each insertion)
1/6	One time \$300	2 times \$250 (each insertion)													
<i>Each ad will feature your product in full color with a brief description and contact information for readers. Product Showcase Schedule: July and December 2005 issues</i>															
Bonus Marketing Opportunities	NEW! Industry Marketplace Bonus Mailing to 2004 DHI Conference Attendees "RATE PROTECT" Month. Enjoy last year's rate—it's not too late!	Ad Readership Study	DOUBLE Marketing Bonus! "Product Profiles"—Special Advertorial Section Distribution at the Construction Specification Institute (CSI) Show	TRIPLE+ Bonus! Distribution at Industry Shows—CSI, AIA and DHI! PLUS! Distributed year round to new DHI Members.	Bonus Distribution at American Institute of Architects (AIA) Show	Double Frequency month	Product Showcase Ad Section	"Product Profiles" Special Advertorial Section	Bonus Distribution at DHI'S 30 TH Annual Conference & Exposition	Annual Bonus Mailing to over 6,000 Architects who specify, authorize and purchase openings products	Bonus Mailing to DHI 2005 Conference Attendees	Product Showcase Ad Section			
Space Deadlines	Nov. 14, 2004	Dec. 14, 2004	Jan. 14, 2005	Feb. 14, 2005	March 14, 2005	April 14, 2005	May 14, 2005	June 14, 2005	July 14, 2005	August 14, 2005	Sept. 14, 2005	Oct. 14, 2005			
Materials Deadlines	Nov. 30, 2004	Dec. 30, 2004	Jan. 30, 2005	Feb. 30, 2005	March 30, 2005	April 30, 2005	May 30, 2005	June 30, 2005	July 30, 2005	August 30, 2005	Sept. 30, 2005	Oct. 30, 2005			

If You're Not In... Your Competitor Will Be!



The 2005–2006 Membership Directory

Reach more than 6,000 DHI members who are included in the annual *Membership Directory*. This reference is used on a daily basis by members in need of the addresses and phone numbers of all the key industry players (distributors, manufacturers, sales agents and more).

The directory also includes information on the newly elected Board of Governors, Foundation Contributors, the location and officer listing for the Chapters, Membership Policies, and the Institute's bylaws. Other DHI membership information and Consultant Listings are referenced on the DHI Web Site.

Membership Directory

	B&W	2-Color Process*	4-Color
Full page	\$2,200	\$2,600	\$3,210
2/3	\$2,010	\$2,400	\$3,015
1/2 Island	\$1,810	\$2,190	\$2,810
1/2 H/V	\$1,360	\$1,750	\$2,340
1/3	\$1,040	\$1,410	\$1,990
1/4	\$850	\$1,220	\$1,800
1/6	\$640	\$1,010	\$1,450



Cover 2 and Cover** \$3,700 **Cover 4**** \$4,000

* Process colors are: cyan, magenta, yellow, and black. Use of Pantone Matching System spot colors is NOT available in this publication.

** Cover positions are sold on a first-come, first-served basis. Cover rates include 4-color process and bleed. Color charges are not waived for cover positions.

Space Reservation due by: June 1, 2005. **Materials due by:** June 15, 2005.

For positioning and printing/mechanical specifications, refer to the "Spec" section (page 11).

Sponsor Rate! DHI Show Sponsors receive 50% off an ad (half page or larger) in the Conference Program.

THE 2005 CONFERENCE & EXPOSITION PROGRAM

The DHI Conference & Exposition Program is the exclusive show guide to the more than 4,300 attendees at DHI's Annual Conference. The program includes exhibitor listing information, a trade show floor map, detailed schedule of events from the Forum of the Future to general education sessions and the Industry Marketplace.

Used as a constant reference throughout the show, this comprehensive Conference companion helps attendees maximize their Conference experience. Plus! Even after the show is over, the program acts as a unique product guide and resource! The program is the perfect place to advertise your products and services—even if you are not exhibiting.

Conference Program Rates

	B&W	2-Color Process*	4-Color
Full page	\$1670	\$2082	\$2727
2/3	\$1394	\$1605	\$2438
1/2 Island	\$1272	\$1484	\$2316
1/2 H/V	\$1155	\$1378	\$2215
1/3	\$699	\$900	\$1749
1/4	\$594	\$795	\$1632
1/6	\$440	\$646	\$1484

BONUS! Advertise in the Conference Program and get your company's name and logo included in a special ad that features our DHI Conference Advertisers. It's our way of thanking you for supporting the architectural openings industry.

Cover 2 and 3** \$2860 **Cover 4**** \$3075

* Process colors are: cyan, magenta, yellow, and black. Use of Pantone Matching System spot colors is NOT available in this publication.

** Cover positions are sold on a first-come, first-served basis. Cover rates include 4-color process and bleed. Color charges are not waived for cover positions.

Space Reservation due by: July 1, 2005. **Materials due by:** July 14, 2005

Ask about New Product Showcase Opportunities!

For positioning and printing/mechanical specifications, refer to the "Spec" section (page 11)

Terms and Conditions

Agency Commission 15% of gross billings is allowed to recognized agencies on space, color and position for advertisements in Door and Hardware Institute (DHI) publications provided the insertion is paid within 30 days of the invoice date.

Payment Payment for all space, production and position charges is due 30 days from the date of publisher's invoice. A finance charge of 1.5% per month will be assessed for all invoices over 30 days. Advertisers more than 30 days in arrears in any Door and Hardware Institute publication must pay outstanding invoices or submit cash with copy before current insertions can be accepted.

Banner advertisements for the DHI Web site must be paid within 30 days of the invoice date. The invoice will be sent when the banner ad appears on the Web site. In case of non-receipt of payment within 30 days, DHI will discontinue running the banner ad.

By placement of the advertisement in any Door and Hardware Institute publication or Web site, advertiser and agency agree to be jointly liable for all payments due to the Door and Hardware Institute (DHI). Late charges incurred by the publisher caused by an advertiser will be passed on to the advertiser. Advertisers and their agencies are subject to standard credit inquiries that will be made by the publisher from whatever source necessary to certify that the advertiser/agency has good credit. Both advertiser and agency are equally responsible for payment of ads appearing in DHI's publications. Default by either party does not remove the burden of payment by remaining party. Publisher reserves the right to take all steps necessary to secure payment for advertising published, including, but not limited to, contacting the advertiser directly if its agency fails to make payment.

Short Rate and Rebates Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates. Rebates will be earned and applied to billings, when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate.

Publisher's Protective Clause In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, indemnify and hold harmless The Door and Hardware Institute, its officers, agents and employees against all expenses, including attorney's fees, damages and losses resulting from the publication of the advertisement, including, but not limited to, claims or suits for libel, violation of the right of privacy, copyright or patent infringement, and use of the product or services advertised, either proper or improper. All advertisements are accepted and published on the representation of the agency and advertiser that both are authorized to publish the entire contents of the material provided to DHI in the manner selected by the advertiser be it print

or electronic media. Advertisements and product information do not constitute an endorsement, nor a DHI position concerning their suitability. The publisher reserves the right to reject any advertising in DHI publications or the DHI Web site. The publisher makes every effort to ensure suitable placement of advertising but assumes no responsibility in this regard.

All advertisements placed in DHI publications must be accompanied by a valid insertion order specifying gross advertising rate, size, color, position and information sufficient for proper identification of the advertisement by DHI production personnel. Requested positions are not guaranteed unless stated as a paid position. Contracts for multiple frequency discounts must be in place prior to the first insertion.

Publisher will not be bound by any terms and conditions printed on advertising agency or company insertion orders or copy instructions when those rates and conditions conflict with this rate card. Reader service numbers will be assigned to each advertisement unless otherwise requested in writing by advertiser or agency on the insertion order. Publisher reserves the right to stop the reader service number program at anytime without prior notification to the advertisers. Publisher has no liability for errors in reader service numbers or errors in key numbers of the advertiser's index.

While publisher and printer will make every effort to correct inaccurate film, disk or artwork, DHI is not liable for faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. The publisher does not guarantee changes or corrections after the closing date. Publisher is not liable for delays in delivery and/or non-delivery of its publications in the event of any conditions beyond the control of the publisher which may affect production or shipping of its publications. Advertisers may not include product/service pricing or discount copy in advertisements in DHI publications or the DHI Web site.

Cancellations Any contract or insertion order (except for covers, preferred and special positions) may be suspended or canceled on 30 days' prior written notice by agency or advertiser. Rate adjustments, if any, will be made upon confirmation of the change in frequency. No cancellations of written or verbal contracts are possible after the published closing dates in this rate card. In the event a cancellation is received after published closing dates, and no advertising materials have been received or an existing advertisement cannot be substituted, a net cancellation fee of 50% of the gross rate of the advertisement will be due and payable.

No ad changes will be accepted after the material closing date unless the substituted ad is of like size and color. If new materials or artwork are not received by the advertising material deadline, the previous advertisement will be repeated.



INSERT SPECS

Preprinted inserts must be shipped to *Doors and Hardware* printers unfolded (or flat). The minimum size for a tip-on is 4.5" wide 5 7.5" high. The maximum size is 8.5" x 11.125". The maximum paper weight is 100 lb. text. The minimum weight is 60 lb.

Weight, maximum and minimum, refers to a single-page insert. For inserts of two or more pages, call for specifications.

All preprinted inserts must be approved in advance. Two samples should be sent to DHI seven days prior to the materials due date. Please call Molly Long for quantity.

Ask about special pricing for polybagging inserts!

CLASSIFIED ADVERTISING

Classified advertising is available in *Doors and Hardware* magazine and on the DHI Web site. The Classified section is for industry-related recruitment advertising (Help Wanted; Positions Wanted) or Businesses/ Miscellaneous for Sale only. Promotional advertising is prohibited. Contact Cathy DeCenzo for rates and information at 703/222-2010 or cdecenzo@dhi.org.

2005 Advertising rates, rate card #45

Four Color Rates	1x	3x	6x	9x	12x	18x	24x
Full page	\$3,751	\$3,579	\$3,411	\$3,320	\$3,228	\$3,067	\$2,913
2/3 page	\$3,506	\$3,328	\$3,188	\$3,113	\$3,039	\$2,886	\$2,742
1/2 Island	\$3,272	\$3,106	\$2,966	\$2,897	\$2,827	\$2,686	\$2,551
1/2 H/V	\$2,839	\$2,733	\$2,604	\$2,551	\$2,498	\$2,373	\$2,255
1/3	\$2,421	\$2,327	\$2,243	\$2,195	\$2,149	\$2,041	\$1,939
1/4	\$2,198	\$2,104	\$2,043	\$2,009	\$1,976	\$1,877	\$1,783
1/6	\$1,914	\$1,859	\$1,808	\$1,792	\$1,776	\$1,686	\$1,602
2 Color (Process)*	1x	3x	6x	9x	12x	18x	24x
Full page	\$3,050	\$2,861	\$2,710	\$2,621	\$2,532	\$2,405	\$2,285
2/3 page	\$2,572	\$2,393	\$2,254	\$2,178	\$2,104	\$1,998	\$1,898
1/2 Island	\$2,327	\$2,176	\$2,031	\$1,962	\$1,892	\$1,798	\$1,708
1/2 H/V	\$1,904	\$1,798	\$1,670	\$1,617	\$1,564	\$1,485	\$1,411
1/3	\$1,481	\$1,392	\$1,308	\$1,260	\$1,214	\$1,152	\$1,095
1/4	\$1,264	\$1,169	\$1,108	\$1,074	\$1,041	\$989	\$939
1/6	\$985	\$935	\$902	\$868	\$835	\$793	\$754
Black and White	1x	3x	6x	9x	12x	18x	24x
Full page	\$2,594	\$2,404	\$2,254	\$2,165	\$2,075	\$1,972	\$1,873
2/3 page	\$2,349	\$2,176	\$2,031	\$1,956	\$1,882	\$1,787	\$1,697
1/2 Island	\$2,104	\$1,964	\$1,808	\$1,733	\$1,659	\$1,575	\$1,506
1/2 H/V	\$1,686	\$1,575	\$1,447	\$1,394	\$1,341	\$1,274	\$1,211
1/3	\$1,264	\$1,169	\$1,074	\$1,032	\$991	\$941	\$894
1/4	\$1,029	\$947	\$873	\$846	\$818	\$777	\$739
1/6	\$757	\$690	\$651	\$632	\$613	\$582	\$552
Covers	1x	3x	6x	9x	12x	18x	24x
Inside Front/Back	\$4,619	\$4,407	\$4,185	\$4,074	\$3,962	\$3,764	\$3,576
Back Cover	\$4,992	\$4,724	\$4,464	\$4,335	\$4,207	\$3,997	\$3,797
Inserts	1x	3x	6x	9x	12x	18x	24x
i1 (1 page, 2 sides)	\$2,476	\$2,310	\$2,149	\$2,067	\$1,986	\$2,086	\$1,636
i4 (2 pages, 4 sides)	\$4,959	\$4,603	\$4,308	\$4,190	\$4,074	\$4,277	\$3,355

* Any 2 process colors (cyan, yellow, magenta or black) or one process color plus one DHI Choice Spot Colors. Choose from one of these DHI Choice Spot Colors (Pantone Matching System (PMS) coated colors): PMS 485-red, PMS 562-green, PMS 151-orange or PMS Reflex Blue-Royal blue

* PMS color in addition to your four-color ad will incur a 10% additional charge.

**Cover positions are sold on a first-come, first-serve basis.

Positioning: For special or guaranteed positions other than covers, advertisers will be charged a 15% premium added to their earned space rate.

Options: Rates and requirements for gatefolds, inserts and other non-standard units are available upon request.

Art and Material Specifications

Ad Dimensions (in decimal inches)

Trim size	8.375 x 10.875
Full-page bleed	8.625 x 11.125
Full-spread bleed	17 x 11.125

Live matter should be kept .25 from final trim unless it bleeds. All bleeds should be .125 past trim.

File templates for Quark, Illustrator and Photoshop are available at the Web site. These templates will facilitate correct bleed and text safety zones.

SUBMITTING ADS IN DIGITAL FORM:

Resolution: All continuous tone images (grayscale and color images) should have a resolution of 266 dpi (for 133 line screen printing) at 100%. Scanned black-and-white line art should have a minimum resolution of 1200 dpi at 100%.

Color: All colors in files should be created as CMYK builds, not Pantone or RGB colors unless the ad has a specially ordered spot color (e.g., a Pantone ink). In Photoshop or equivalent software, specify undercolor removal (UCR). Maximum total film density for 4-color: 280%.

Proofs: A B/W composite and color-separated laser proof should also be provided with color ads. If your ad contains 4-color scanned images or builds of 3 colors or greater, provide a high-end digital color proof, a SWOP proof (i.e., Iris). If a SWOP color proof is not provided, the publisher is not responsible for shifts in color due to differences between the file and the proof. For more information on SWOP proofs, please log on to www.swop.org.

Fonts: Send all PostScript screen and printer fonts used in the document unless your ad is a PDFx1a type. No True Type. If using bold or italic fonts, use fonts that are designated as such from the font manufacturer—using a style command such as "bold" does not translate. Fonts within an illustrated ad need to be changed to outlines and then saved as an Encapsulated PostScript File (eps).

Graphics: If you are sending a live page layout file with imported, embedded or linked graphics, we require all the separate graphic files as well as the fully layed-out ad. (This doesn't apply to PDFx1a ads). Appropriate file types are: Tiff, EPS and PDFx1a. GIF, jpeg and other Web images are not appropriate and will not print.

File submission: Send only the page layout, fonts and graphics used in your ad. Include a print out of the contents of your disk.

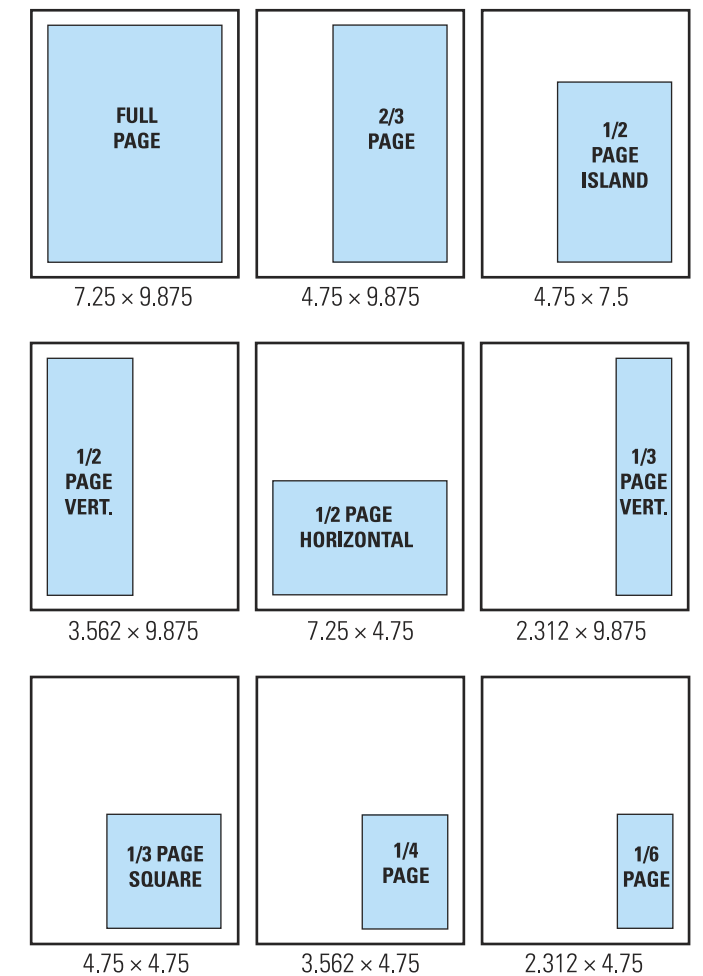
We accept Zip disks and CD-Roms. We can read current versions of Quark, Adobe Illustrator and Photoshop. Ads created in MS Word and MS Publisher are not usable.

Changes/charges: \$75 per hour, minimum of one hour for any changes to an existing advertisement or the creation of a new advertisement.

Creating PDF Ads

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Remember, If You're Not in Doors and Hardware...Your Competitor Will Be!

Abloy Door Security
 Access Hardware Supply
 Accurate Lock and Hardware Co.
 Accurate Manufactured Products Group
 Air Louvers, Inc.
 Akron Hardware
 Albany Hardware
 Algoma Hardwoods, Inc.
 Ambico, Ltd.
 Ameriwest Industries/Tempo
 Amesbury Group (BSI Hardware)
 Amweld Building Products
 Anemostat Products
 Architectural Control Systems, Inc.
 ASSA Abloy
 BEA, Inc.
 Benchmark HMF
 Berg Wholesale
 Bommer Industries
 Boyle and Chase
 Brey-Krause Manufacturing Co.
 Corbin-Russwin
 Curries Company
 Dayton Industries
 Detex
 Direct Security Supply, Inc.
 Donjo Manufacturing, Inc.
 Door Controls International

Dorma Architectural Hardware
 Dunbarton / Rediframe
 Eliason Corporation
 ERVOS, Inc.
 ESSEX Industries
 Ewert Wholesale Hardware, Inc.
 Express Hardware
 Fastrack Hardware
 Fingersafe USA
 Fried Brothers, Inc.
 G-P Gypsum Corp.
 General Glass International Corp.
 Gensteel Doors
 Guardian Fire Testing Lab
 Hager Companies
 Hangkee Stainless Steel Products
 Harnisch Company
 HES, Inc.
 Hiawatha, Inc.
 A Division of Activar, Inc.
 IR Security & Safety
 Kaba Access Control
 KABA Ilco Corp.
 Karpen Steel Custom Doors and Frames
 KFV-USA
 Kolson, Inc.
 KVAL, Inc.
 L. David Industries

Lambton Doors
 LamRite Complete
 Lorient North America
 LORS Machinery, Inc.
 M.A.G. Security
 Manhattan Door
 Markar Architectural Products
 Masonite International Corporation
 Mayflower Sales
 Millennium Door/ABS
 Mohawk Flush Doors
 Mul-T-Lock Canada, Inc.
 National Custom Hollow Metal
 National Guard Products, Inc.
 Next Door Co.
 Norfield Industries
 Omaha Wholesale Hardware
 OMNIA Industries
 Overly Door Company
 PBB, Inc.
 PEMKO
 Phoenix Industries, Inc.
 PLS Frame Set
 Pre-Hung Doors
 Precision Hardware, Inc.
 Premier Products, Inc.
 R2 Hinge, LLC
 Rutherford Controls, Inc.
 Salisbury Industries

Sargent and Greenleaf
 SARGENT Manufacturing Company
 Securitech
 Securitron Magnalock
 Security Door Controls
 Security Lock Distributors
 SELECT Products Limited
 Southern Lock & Supply
 Special-Lite, Inc.
 Stainless Doors, Inc.
 Tanner Bolt & Nut Corp.
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