



housewares**charity**foundation™
housewares cares

12 March 2012
Hilton Chicago

Journal Specifications

The 2012 Honorees are:

Lifetime Humanitarian

John Tighe, Senior VP/GMM—HOME, jcpenny

Lifetime Achievement

Vincent Naccarato, Chairman, Molto Capital LLC

Lifetime Philanthropy

Jane Golub, Director, In-Store Marketing Programs & Neil Golub, Executive Chairman of the Board, Price Chopper

The 2012 HCF Event will benefit:

The Breast Cancer Research Foundation (BCRF)—Our Legacy Charity

IIT Institute of Design

Lynn Sage Comprehensive Breast Center of Northwestern Memorial Hospital

Journal Ad Specifications:

General Information:

- The Journal is 8.5 x11, but image size is 7.75 x 10.5 (Pages may bleed off)
- Half page ads are *horizontal only* and should be 7.75 x 4.75; no verticals
- Cover Pages are 4/C
- Platinum Pages are 2/C, PMS 8003 & Black
- Gold Pages are 2/C, PMS 872 & Black
- Silver Pages are 2/C, PMS 877 & Black
- 2-Color Pages are Black & One PMS Color
- B/W Pages are Black only

Preferred Application:

- Adobe Acrobat PDF (high resolution): 300 dpi for print production—embed all fonts

Accepted Mac Applications:

- Quark Xpress: Include all fonts and high-resolution images
- Indesign: Include all fonts and high-resolution images
- Abode Illustrator: All fonts converted to outline; high-resolution images embedded
- Adobe Photoshop: File must be 300 dpi at 100% of final printing size

Fonts/Typefaces:

- All fonts must be Mac-compatible
- When collecting fonts for transport, include both screen and printer fonts
- Remember to include fonts that may be embedded in graphic files

NOTE: Please make sure to turn in all support files (fonts, pictures, eps, etc.)

Ad material is due by February 24, 2012

Cover ads are due by February 22, 2012

Delivering Artwork:

Artwork for ads should be mailed or uploaded to one of the following:

Option #1—Email Delivery:

If sending artwork via email, please complete Page 3 of this form and send with files attached to Tim Jepsen at tim@gasink.net and copy Margaux McLaughlin at margauxmevents@gmail.com and include "Housewares Charity Foundation" in the subject line.

Option #2—FTP Site:

If uploading your artwork to the FTP Site, please send to the following:

FTP Address: 64.199.53.15

User name: GASINK (case sensitive)

Password: Gas2010* (case sensitive)

Please also send an email, including your file name and a completed copy of Page 3 of this form, alerting us that your file has been uploaded to: Tim Jepsen, tim@gasink.net and copy Margaux McLaughlin at margauxmevents@gmail.com. All emails should include "Housewares Charity Foundation" in the subject line.

Option #3—Mail:

If sending artwork via mail, please include with a completed copy of Page 3 of this form and send disc (CD or DVD) with hard copy saved in Quark, Illustrator, Indesign or PDF formats to:

The Graphic Arts Studio
Attn: Tim Jepsen
28W111 Commercial Avenue
Barrington, IL 60010

Tel: 847.381.1105 Fax: 847.381.0230

OTHER IMPORTANT CONTACT INFORMATION:

Please send all checks and RSVP cards to the following address:

Housewares Charity Foundation
6400 Shafer Court, Suite 650
Rosemont, Illinois 60018

Any general questions, please contact Margaux McLaughlin:

Tel: 310.709.1077

Fax: 312.268.7120

margauxmevents@gmail.com

Any artwork questions, please contact Tim Jepsen:

The Graphic Arts Studio

Tel: 847.381.1105

Fax: 847.381.0230

tim@gasink.net



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Journal Submission Form

Ad material is due by February 24, 2012

Cover ads are due by February 22, 2012

Please complete the form below and return it with your artwork:

Name:		
Title:		
Company:		
Street Address:		
City:	State:	Zip Code:
Phone:	Fax:	
Email:		
Art Department Contact Person:		
Phone:	Email:	

Check your ad format below:

Sponsor Advertisement

- Cover Page Ad—4/C (\$40,000)
- Full Page Ad—Platinum Sponsor Section (\$30,000)
- Full Page Ad—Gold Sponsor Section (\$20,000)
- Full Page Ad—Silver Sponsor Section (\$15,000)
- Full Page Ad—2-Color Special Package Section (\$10,000)

Journal Advertising

- Full Page Ad—2-Color (\$7,500)
 - Full Page Ad—Black & White (\$5,000)
 - Half Page Ad—Black & White (\$2,500)
 - Company Listing—(\$1,500)
- Check here to rerun your ad from last year's journal



AS AN AMERICAN COMPANY,
WE'RE PROUD TO SALUTE

BARBARA TURF

2011 LIFETIME HUMANITARIAN HONOREE

AND

JERRY RUBIN

2011 HUMANITARIAN OF THE YEAR HONOREE



American by Design

Clarion Capital Partners, LLC

You could travel the world
and never find a more devoted
humanitarian than

Barbara Turf

2011 Lifetime Humanitarian Honoree

and

Jerry Rubin

2011 Humanitarian of the Year Honoree

HARTMANN

EST. 1877

Clarion Capital Partners, LLC



MACY'S AND BLOOMINGDALE'S
JOIN THE HOUSEWARES
CHARITY FOUNDATION
IN SALUTING TONIGHT'S
HONOREES.

THEIR LEADERSHIP,
HUMANITARIANISM AND
PHILANTHROPIC EFFORTS
TRULY EXEMPLIFY THE SPIRIT
OF OUR INDUSTRY.



macy's inc

the magic of ★ macy's bloomingdale's



Congrats!

**Wüsthof salutes Barbara Turf
for her humanitarian efforts.**

You make us proud to be part of the housewares industry.



WÜSTHOF®

wusthof.com

Serious cutlery for serious cooks.

Coronet Lighting

Congratulates 2011 Lifetime Humanitarian

Barbara Turf

CEO & President,
Crate and Barrel



www.coronetlighting.com

CORONET
LIGHTING

Wildfire congratulates
Lifetime Humanitarian Barbara Turf,
CEO & President, Crate and Barrel.

WILDFIRE®

STEAKS, CHOPS & SEAFOOD

CHICAGO | OAK BROOK | LINCOLNSHIRE | SCHAUMBURG | GLENVIEW

wildfirerestaurant.com



ZAGAT

Voted Chicago's
Most Popular Restaurant
2008, 2009 & 2010