JUNIOR LEAGUE OF DETROIT

DESIGNERS' SHOW HOUSE

2020 AT THE BINGLEY FALES HOUSE

Advertising Media Kit



May 9th -June 7th, 2020

National Media Sponsor

ASPIRE

DESIGN AND HOME

Junior League of Detroit
2020 Designers' Show House · Advertising Media Kit

About the 2020 Designers' Show House

The Junior League of Detroit is pleased to host our 23rd Designers' Show House at the Bingley Fales House set in the historic Detroit neighborhood of Indian Village. Located at 1771 Seminole Street, the home is recognized in The American Institute of Architects Guide to Detroit Architecture. Built between 1907 and 1909 by Chittenden & Kotting, and at 16,000 square feet, it is the largest residence in Indian Village, boasting two living rooms, a stunning library, two kitchens, a wood paneled formal dining room, sunroom, 10 bedrooms, five full bathrooms, and two half baths. Original ornate plaster work, mill work, and leaded glass windows and cabinets complement the classic features of this beautiful Georgian-style mansion.

From May 9 – June 7, 2020, the Show House will open to the public and feature the creative work of 35 prominent local and national Interior Designers, while the home's formal gardens, trellis covered lanai, brick walking paths, and Pewabic tile-lined reflecting pool will display the work of leading landscapers. An opening night gala will kick-off the month-long event. Early product sponsors include Kohler Co. and Benjamin Moore.

Advertising Opportunities in the Program Book

The Program Book, published by ASPIRE DESIGN AND HOME magazine, will be distributed to the anticipated 10,000 guests, consumers, and industry leaders who will visit the home for the Opening Gala, house tours, and many private events. Advertising in this publication will reach readers who have an interest in interior design, construction, architecture, historic homes and neighborhoods, philanthropy, social events, art, and the city of Detroit.

Advertising in the Program Book also represents support for The Junior League of Detroit and our efforts to empower female leaders while working to create a more food-secure community.

About the Junior League of Detroit

The Junior League of Detroit is a dynamic group of women leaders who have been making change happen since 1914. For over 100 years, we have been striving to promote voluntarism, develop the potential of women, and improve communities through the effective action and leadership of trained volunteers. Since 1914, the League has completed 54 major projects in and around the City of Detroit and raised approximately $5 million in support of community projects.

Funds raised from the 2020 Designers' Show House will support the League's local philanthropic efforts, including our key community impact initiative 'Project EAT' which helps create a more food-secure community by providing Education, Access, and Tools to those in need.

Our National Media Sponsor

ASPIRE DESIGN AND HOME magazine is the National Media Sponsor of the Show House and will be publishing the completed project in an extensive feature story in both its print and digital editions. They have played an integral role in securing national designers to participate in the project, official product sponsors, and product donations for this project. ASPIRE will also be supporting all national and local promotional outreach for the Show House in print, digital and social media outlets now through the duration of the Show House. Since ASPIRE made its debut on the national shelter scene in 2017, the reception from the design community and affluent consumers has been unprecedented. They now reach an audience of over 550,000 with a presence on over 5,500 newsstands across the country and are distributed in 15 cities abroad.

ASPIRE One Communications produces custom publishing projects as well and will be creating the Junior League of Detroit 2020 Designers' Show House Program Book in print and digital editions.

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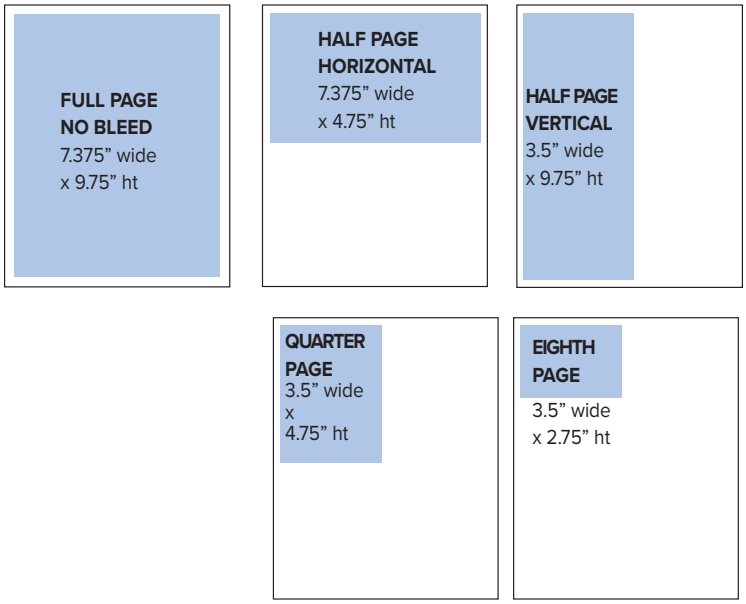
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AD RATES

Ad Size	4-COLOR
Full Page	$2,000
1/2 Page Horizontal	$1,200
1/4 Page Horizontal	$700
1/8 Page Horizontal	$400
Inside Front Cover	$3,000
Inside Back Cover	$3,000
Outside Back Cover done	~~$3,500~~



SPECIFICATIONS

Files must be submitted in one of the following formats. Failure to do so will incur additional production charges. Formats accepted: PDF (all fonts embedded), JPG, EPS or TIFF. Programs accepted: Files for InDesign and Illustrator. Pictures and fonts should be included. All art images should be 300 DPI at 100% of the size used in the ad. All color ads should be converted to CMYK. All advertisers will be required to sign a written contract setting forth the terms of their agreement with ASPIRE DESIGN AND HOME.

DEADLINE

Ad copy due March 21, 2020.
Email to: **ads@aspiremetro.com**

ADVERTISING CONTRACT

TO ADVERTISE CALL: 732-687-4422

PUBLICATION DATES & DEADLINES:

Space Closing: March 14, 2020

Ad Copy + Materials Due: March 21, 2020

Email to: **ads@aspiremetro.com**

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Advertiser/Company Name_____

Address _____ City, State, Zip _____

Contact _____ Phone _____

Fax _____ E-mail _____

Billing Address (if different) _____

AD INFORMATION

___ New Ad Camera Ready (provided by deadline)

___ ASPIRE to Design Ad (for additional fee)

TECHNICAL REQUIREMENTS FOR ADS

Files must be submitted in one of the following formats. Failure to do so will incur additional production charges. Formats accepted: PDF (all fonts embedded), JPG, EPS or TIFF. Programs accepted: Files for InDesign and Illustrator. Pictures and fonts should be included. All art images should be 300 DPI at 100% of the size used in the ad. All color ads should be converted to CMYK. For digital submission, please include a Press Ready PDF file for viewing. All advertisers will be required to sign.

PAYMENT TERMS

By execution of this agreement, Advertiser acknowledges and agrees that they are obligated to pay all sums hereunder. All sums paid by Advertiser to ASPIRE DESIGN AND HOME shall be non-refundable. Advertising in 2020 Designers' Show House is subject to the policies of ASPIRE DESIGN AND HOME as set forth to the right. Checks should be made payable to ASPIRE DESIGN AND HOME.

Contact Name _____

Contact Phone _____ Email _____

_____ _____

SIGNATURE OF ADVERTISER/AGENCY REPRESENTATIVE DATE

FOR OFFICE USE ONLY

Advertiser _____ Size _____ Cost _____

Formatting/Additional Fees _____

Total _____

POLICIES

All ads must be submitted by the deadline according to the Technical Requirements of Ads as set forth herein. All advertising is subject to approval, and the Junior League of Detroit & ASPIRE DESIGN AND HOME reserve the right to reject offensive material or advertising that does not meet quality standards. The Junior League of Detroit & ASPIRE DESIGN AND HOME accepts no liability for advertising errors beyond the actual cost of the space occupied. In consideration of acceptance of advertisements for publication, the Agency and Advertiser agree to release Junior League of Detroit & ASPIRE DESIGN AND HOME and its members, officers, directors, employees and agents from any and all losses, liabilities, damages and expenses related to the copying, printing or publishing of Advertiser's advertisements and indemnify, defend and hold harmless the Junior League of Detroit & ASPIRE DESIGN AND HOME and its members, officers, directors, employees and agents against any and all losses, liabilities, damages and expenses of whatever nature, including, without limitation, reasonable attorney's fees arising out of, in connection with or related to the copying, printing or publishing of its advertisements, which are made by any third party.