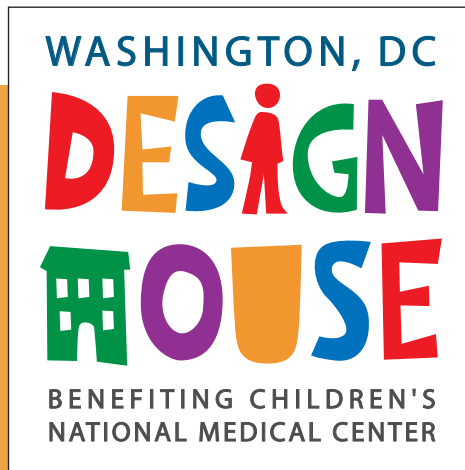


Your Opportunity to Participate in The City's Premiere Design Event



APRIL 10 – MAY 9, 2010

Featuring a 1905 Beaux-Arts home at 3911 Bradley Lane, Chevy Chase, transformed by the inspiration and talent of more than 20 designers of fine interiors.

PROGRAM ADVERTISING

CIRCULATION:

12,000 including all visitors, event attendees and trade participants during the month-long exhibition.

PROFILE:

Visitors to the Design House include elite Washington residents (committed to the support of Children's National Medical Center); consumers actively seeking design inspiration and craftsmanship; and design professionals interested in staying current with the best ideas and resources available.

CONTENT:

The program will present the designers, their concepts, and their resource teams in a rich, colorfully designed portfolio.

DEADLINES:

For Advertising Space: **March 15, 2010**

For Final Ad PDFs: **March 26, 2010**

RATES:

Page 8" x 10.875" \$ 2400

1/2 pg 7" x 4.811" \$ 1400

1/4 pg 3.387" x 4.811" \$ 800

SAVINGS OPPORTUNITIES:

- 10% Off Early Bird Discount, if contracted by **Feb 1, 2010**
- 10% Off Pre-Pay Discount, if received by **March 15, 2010**
- 20% Off If advertising in any 2010 issue of HOME & DESIGN

BONUS:

Logo and line of text included in two-page (spread) ad for the DC Design House in the May/June 2010 issue of HOME&DESIGN (mails April 7th)

BENEFICIARY:

Net advertising proceeds will be used to further the fine work of the Children's National Medical Center.