

See What's  
NEW Inside!

APRIL 2024

# your HOME 1ST

HOME IMPROVEMENT & LIFESTYLE LIVING

Dining Guide • Articles of Interest • Heating & A C  
Painting & Remodel • Landscaping • Carpet & Floor Care



Your direct mail source for all your home improvement needs!

*"Sandy's  
Corner!"*

Monthly Editorial with Sandy Griffiths







# Are You Willing to Spend Less Than 2¢ For a New Customer?

## Direct Mail to OVER 34,000 Homes Monthly!

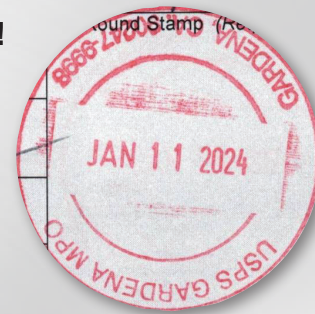
Average Home Value Over \$390,000!

Reach Your Local Home Improvement & Lifestyle Living Audience for Pennies!

We Target Only SFDU Homes. U.S. Postmaster Certified.

Guaranteeing U.S. Mail Delivery to Your Customers Door!

In Homes, the Third Thursday Monthly.



Advertising Rates. No Long Term Contracts. Ad Works, You'll Stay!

\$610 Half Page

\$1030 Full Page

\$4800 4mo Cover Package @ \$1200 ea. (Inside Front, Page 3, Inside Back & Back Cover) Front Cover NOT FOR SALE.

\$1400 Single Cover 1mo. for Current Clients

\$1800 Inside DOUBLE TRUCK (17"W X 10.25"H) \*see spec sheet for details

NEW CLIENT SPECIAL SAVINGS Now Available! (Excludes Covers)

Same Type Businesses will be Limited in Same Category.

Call Now to Reserve Your Space in Your Category!

**Direct Mailing to  
Sub Divisions such as:**  
Prescott Lakes • Hassayampa  
The Ranch of Prescott  
Appaloosa Meadows  
Williamson Valley  
Yavapai Hills • Stone Ridge  
Pronghorn Ranch • Grandview  
View Point...just to name a few!

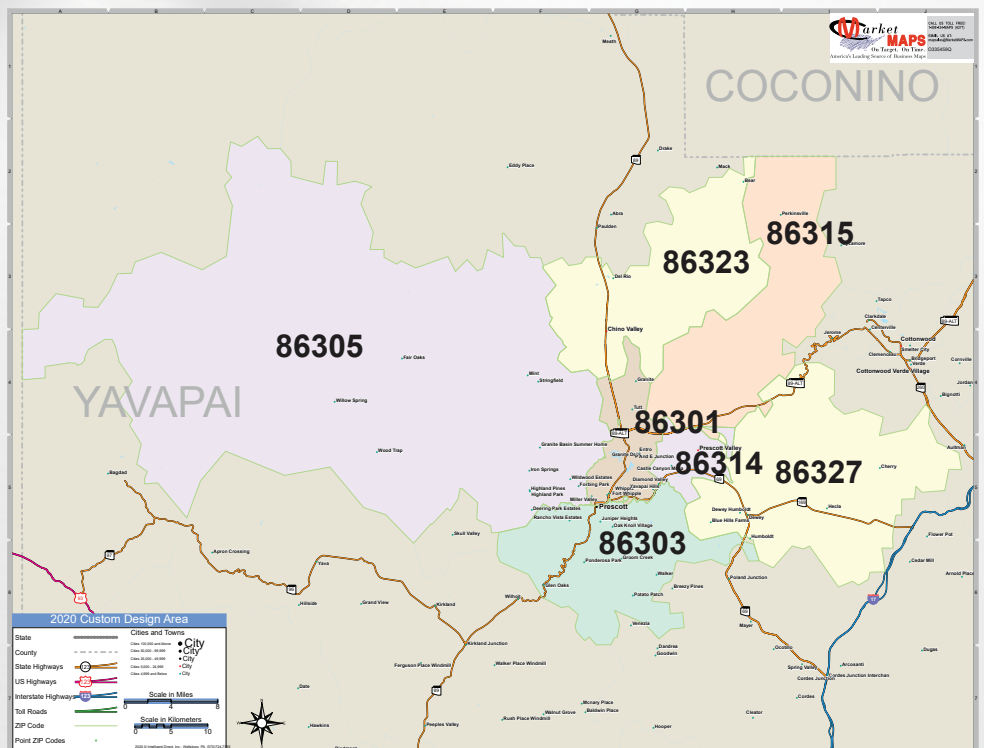
Lass Publishing, LLC

[www.YourHome1stMag.com](http://www.YourHome1stMag.com)

[LindaSellsacm@gmail.com](mailto:LindaSellsacm@gmail.com)

Call Linda Abbott (602) 405-6667

or Willie Lass (928) 830-5208





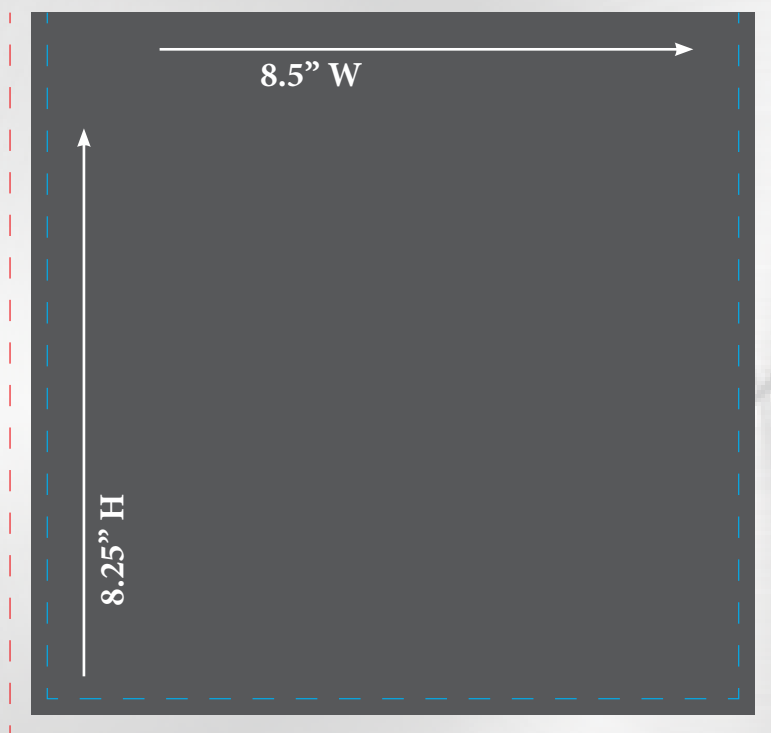
## Advertising Spec Sheet

- All submitted ads must be CMYK color
- No embedded color profile or pantone colors
- Black text must be 100% K no color mix black.
- High resolution 300dpi art ONLY
- Max ink density not to exceed 280%.
- PDF file format is preferred for final ad submission.

### Back Cover • 8.5" W x 8.25" H

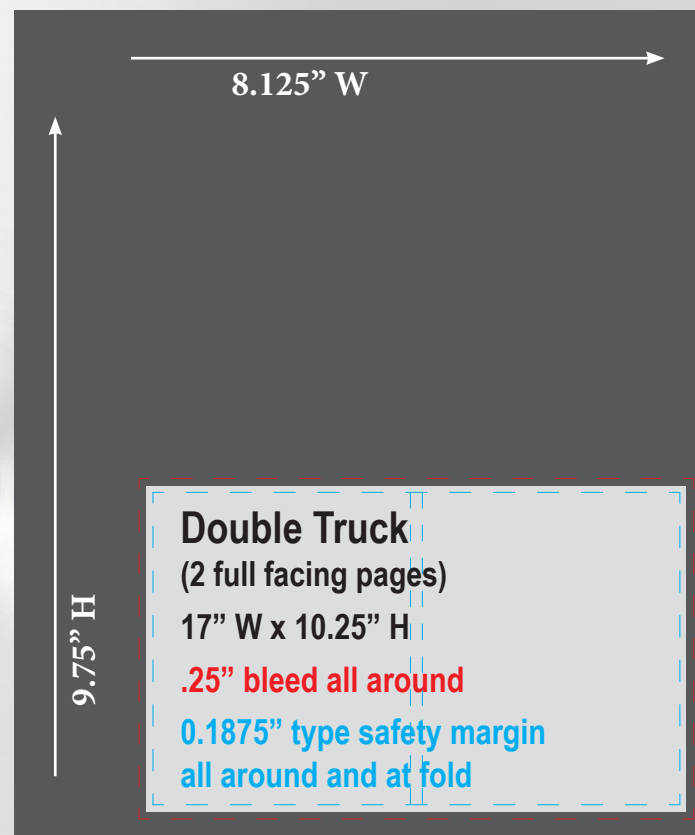
.25" bleed inside, outside & bottom

0.1875" type safety margin  
inside, outside & bottom



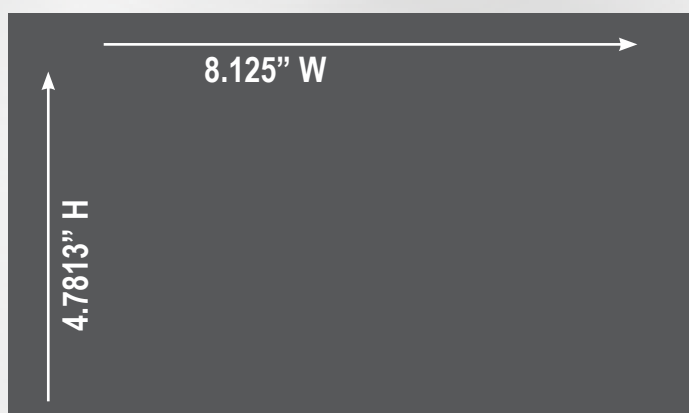
### Full Page **No bleed**

8.125" W x 9.75" H



### Half Page **No bleed**

8.125" W x 4.7813" H







## Advertising Guidelines and Policies

We believe your advertising dollar is an Investment, NOT an expense. Just like you, we want your ad to perform AWESOME! We have over 30 years of advertising experience, let us work for you. We will use these Advertising Guidelines and Policies when designing your ad copy. All Contractors Must Be Licensed with the ROC.

When submitting Camera Ready Ad Copy please follow these Guidelines and Policies.

This is to insure the Highest Quality and Integrity your readers are looking for.

**We want to schedule a Consultation with everyone. Please contact:**

**Linda Abbott at: [LindaSellsacm@gmail.com](mailto:LindaSellsacm@gmail.com) (602) 405-6667 Publisher**

**Rebecca Ross at: [williemitm.office@gmail.com](mailto:williemitm.office@gmail.com) Administrative Coordinator**

**Willie Lass: Marketing Consultant**

### ★ All Ads Must have a HEADLINE

The business name cannot be in the headline. Your headline is the MOST important text in your ad.

***It is the reason customers will read your ad.***

### ★ All Ads Must have a CALL TO ACTION

Ads with No Call To Action will have NO ACTION.

Use Sales, Specials and Price Points such as:

**HEADLINE Sales**

**STARBURST Specials**

**BOXED Sales or Specials**

**PRICE POINTS** Featured on products and services

**NO COUPONS**

### ★ All Ads Must Have Photos

This a Visual Sales Magazine, **not a Coffee Table Editorial.**

A Picture is worth a Thousand Words. Remember this when creating your ad.

### ★ Brand Name National LOGOS

If you carry, install or work with Brand Name Nationally Recognized LOGOS use them.

### ★ Overall Look

Remember Less is More in advertising.

We reserve the right to request changes or to refuse any ad.

Your ad should have a very Contemporary, Classy Modern Look.

***"To Have Your Product Seen By Everyone, Put Your Name Everywhere On Everything All The Time"***