

**Better Homes and Gardens®
INFORMATION WORTH WRITING FOR**

SPECIFICATIONS --

An IWWF listing (sample on right) consists of:

1. A headline (Maximum 50 characters)
2. Copy (Maximum 50 words) The advertiser's name and the literature cost, if any, must be included in the listing copy. We reserve the right to edit listings. No URL's or 800#'s accepted.
3. A product, brochure or catalog image



PARTICIPATION FORM

ADVERTISER _____

Please send labels, tapes, or diskettes as well as future correspondence concerning listings to:

NAME _____ COMPANY _____
 ADDRESS _____
 CITY, STATE, ZIP _____
 PHONE _____ E-MAIL _____

Please indicate which format you wish to receive your names:

E-mail PDF

COPY -- Please type your IWWF listing copy. Please include advertiser's name and cost of literature. Copy limit: 50 characters for headline, 50 words for body. No URL's or 800#'s accepted. We reserve the right to edit copy.

IMAGE -- Please send all digitized art as TIFF or EPS – 300 dpi at 100% size, 5" width maximum; compression files are accepted, JPEG-maximum quality. Please send copy and image via email to: katie.gaon@meredith.com (fax number: 212-551-7114)

CATEGORY (Please check one):

- | | | |
|--|---|---|
| <input type="checkbox"/> Fireplaces and stoves | <input type="checkbox"/> Flooring | <input type="checkbox"/> Ceilings and ceiling products |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Garage doors | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Major appliances | <input type="checkbox"/> Outdoor living/decks/decking | <input type="checkbox"/> Homes and home plans |
| <input type="checkbox"/> Hot tubs, spas and saunas | <input type="checkbox"/> Kitchen and bath countertops | <input type="checkbox"/> Kitchen cabinets |
| <input type="checkbox"/> Paint and stain | <input type="checkbox"/> Solariums and greenhouses | <input type="checkbox"/> Landscaping, lawn, plant & tree care |
| <input type="checkbox"/> Wall coverings | <input type="checkbox"/> Window treatments | <input type="checkbox"/> Kitchen & bath fixtures, faucets, products |
| <input type="checkbox"/> Windows and doors | <input type="checkbox"/> HVAC | <input type="checkbox"/> Home furnishings & decorative accessories |

I have read and agree to the provisions above and authorize this/these listing(s). I fully understand that my IWWF listing(s) will run in designated issues in 2006, and that I am required to send written confirmation for changes and/or cancellations to be made (if any). I also understand that there is a charge per inquiry for this service (see above).

SIGNATURE _____ TITLE _____ DATE _____