



Angie's List Magazine

2/3 PAGE ADVERTISEMENT SPECIFICATIONS AND GUIDELINES

ENCLOSED YOU WILL FIND ALL OF THE SPECIFICATIONS YOU WILL NEED TO EITHER DESIGN OR HELP US DESIGN YOUR AD. IF YOU HAVE QUESTIONS, PLEASE CONTACT YOUR SALES REP, ACCOUNT MANAGER, OR ARTWORK COORDINATOR.

Exact Artwork Requirements	Page 2
Accepted File Formats and Materials	Page 3
Advertising Artwork Guidelines	Page 4 to 6
Coupon Offer Guidelines	Page 5
Restrictions and Competitors	Page 6
Example Ads	Page 7
Helpful Tips	Page 8
Stock Photos	Page 8
Super Service Award Logo	Page 9

2/3 PAGE AD EXACT ARTWORK REQUIREMENTS

DIMENSIONS: 4.917" width x 5.042" height

RESOLUTION: 300 DPI or scalable vector files

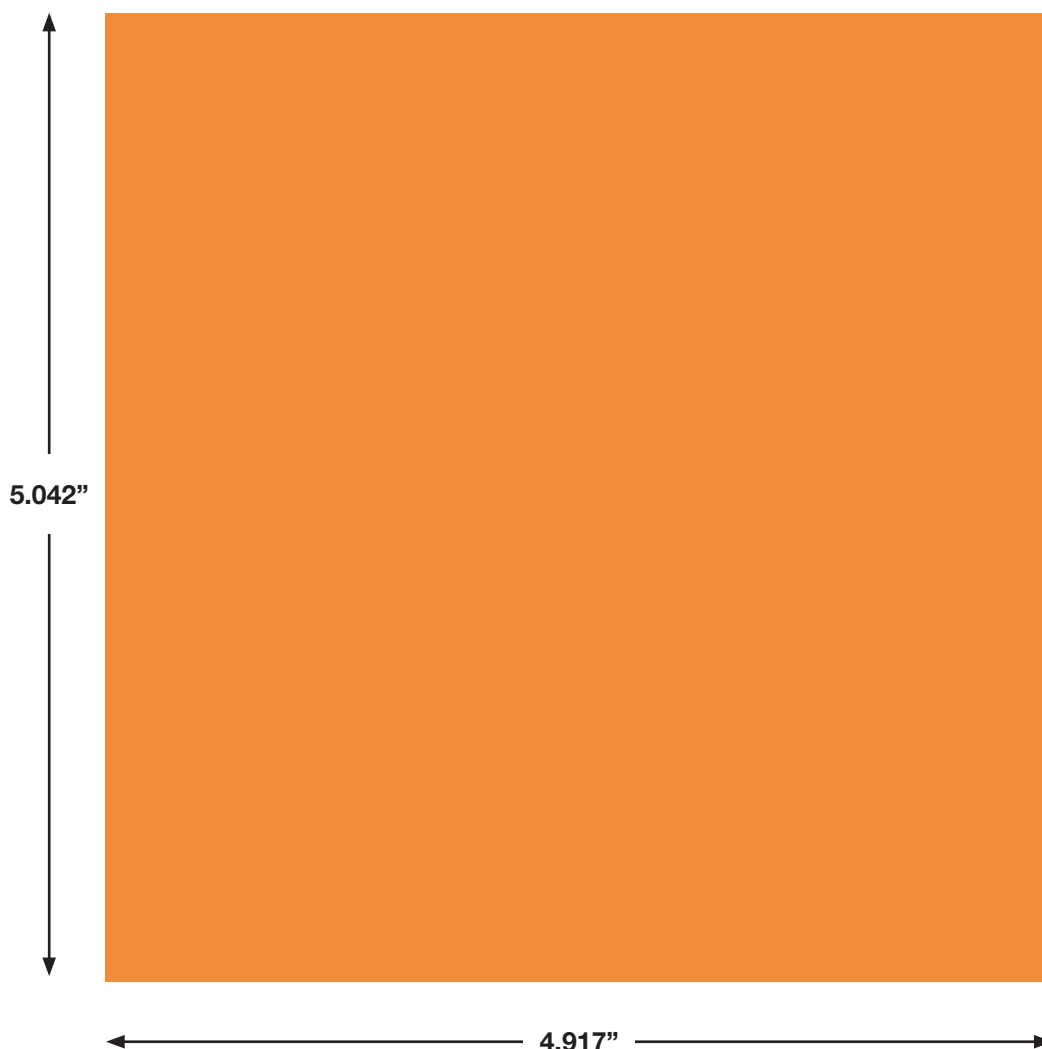
COLOR FORMAT: CMYK process color

BLEEDS: This ad size does not have or require bleeds

AD SIZE IS COMPARABLE TO: A Slim CD Case

ORIENTATION: Slightly vertically (tall). This ad is nearly square.

Note: Ad orientation cannot be changed.



NOTE: If files are provided in RGB color mode, Angie's List is not responsible for shifts in color that occur during the conversion to CMYK process color mode. Angie's List does not guarantee exact color matches for spot colors, and will apply the closest CMYK process equivalent. Your color proof may vary when displayed on individual monitors or printed. No reimbursement will be issued for color variances.

ACCEPTED FILE FORMATS AND MATERIALS

ALL SUBMITTED MATERIALS MUST BE A MINIMUM OF 300 DPI OR SCALABLE VECTOR

PREFERRED

AD ELEMENTS

- AI (Adobe Illustrator native format)
- EPS (Adobe Illustrator EPS preferred)
- Adobe Acrobat PDF (Vector files preferred)
- PSD (Adobe Photoshop native format)
- TIFF
- CAMERA.RAW (.raf, .crw, .cr2, .srf, .sr2, etc.)

COMPLETE ADS

- Adobe Acrobat PDF (Vector files preferred, fonts as outlines)
- EPS (Illustrator EPS preferred, fonts as outlines, all images embedded)
- Illustrator (CS6, AI or EPS with fonts as outlines, all images embedded)
- Photoshop (CS6, layered PSD files or flattened, high resolution image files to exact specifications)
- INDD (InDesign CS6 or earlier, Macintosh files only, must include all linked images and fonts must be outlined)
- If submitting files via email or FTP, these files should be compressed/archived as a ZIP, SITX, or SIT files using Stuffit Deluxe or a similar utility. Contact artwork coordinator for FTP login info.

NON-PREFERRED

AD ELEMENTS

- JPG
- GIF
- Business cards
- Brochures
- Printed marketing materials (postcards, doorhangers, etc)
- Word (text accepted only)
- PowerPoint (sample layouts accepted only)
- Excel (sample layouts accepted only)
- INDD files with Macintosh compatible fonts bundled
- Items may be submitted via postal mail. Ask artwork coordinator for details. Must adhere to deadlines.

COMPLETE ADS

- JPG
- GIF
- Note: Ads provided in Word, Powerpoint, and Excel are not considered complete or to specifications. Ads provided in these formats will be rebuilt by Angie's List staff, and will be subject to the same conditions and restrictions as other provided ad element materials.

UNACCEPTABLE MATERIALS

- Microsoft Publisher files
- Web-optimized materials (logos, artwork, photos)
- Faxed materials
- Yellow Page Ad (actual page from the phone book)
- Flash
- PNG
- MPEG
- MOV
- QuickTime
- CAD files
- Corel Draw CDR files
- WPG files
- Files from any specialty design software, such as Easy Business Card Creator
- Files with a DPI lower than 300
- Materials sent after the artwork deadline
- Any other file type not mentioned as Preferred or Non-preferred

ADVERTISING ARTWORK GUIDELINES

AD DESIGN

Ads will either be designed by the Angie's List Newsroom Department with materials provided by the client, or clients may choose to provide completed ads to EXACT specifications (page 3). Ads are designed by Angie's List Ad Design Department for free for first time contracts only. Requested changes to Angie's List designed advertisements must be made in writing six weeks prior to the publication date. Changes will be subject to a redesign fee of \$50 for text changes and \$200 for artwork changes, after 1st free change. See below for details regarding change fees. Angie's List will not make changes to complete, provided ads, and Angie's List will not create or alter company logos in any way.

CLIENT-PROVIDED MATERIALS

Angie's List is currently utilizing Adobe CS6. Electronic transmission of files, especially via email, FTP, or disk, is preferred. Business cards, brochures, faxes, and/or other existing materials may not reproduce well, and the advertiser assumes that risk when providing non-preferred materials. The advertiser assumes all legal responsibility for any files, logos, images, or photos provided to Angie's List. Advertisers who choose to provide non-preferred materials assume all responsibility for the quality of the reproduction of those materials. Angie's List assumes no liability for any materials provided in non-CMYK colorspace or in any non-preferred format. If files are provided in RGB color mode, Angie's List is not responsible for shifts in color that occur during the conversion to CMYK process color mode. Angie's List does not guarantee exact color matches for spot colors, and will apply the closest CMYK process equivalent.

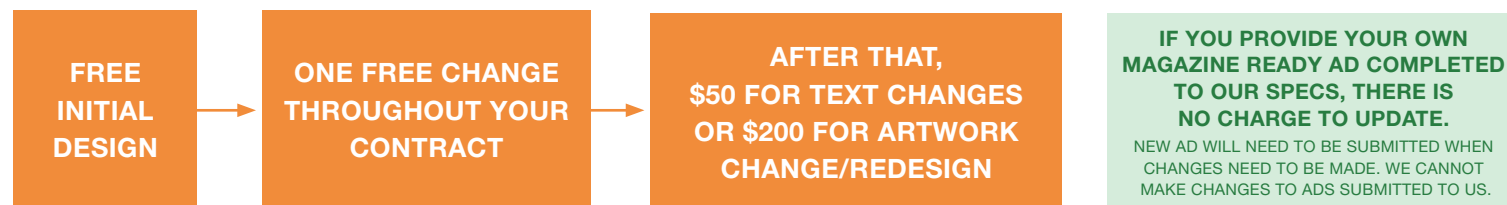
THIRD PARTY DESIGNED MATERIALS

When providing files created by another publication (Penny Saver, ValPak, Yellow Pages, or other publication), it is the advertiser's responsibility to obtain permission for that usage, and to provide files without security restrictions or password requirements. Materials provided by other publications may not be acceptable for reuse dependent upon the file's construction and the intended file size. We may need graphics or photos from the files sent separately. Each file will be individually evaluated for usability by Angie's List staff.

AD APPROVAL

Angie's List Ad Artwork Coordinators will supply a proof of the ad as it will appear in the publication via email or fax. Hard copy proofs can be mailed to the client, but due to deadline restrictions and variables in postal delivery, Angie's List cannot guarantee that proofs provided in this manner will arrive before final changes to the ad must be received. Any changes received after the deadline will be made for the following month's publication, if applicable. **Advertisers have the opportunity to make one set of changes after the initially completed design proof is provided. If no response is received by deadline, the ad will go to press as is.** For multiple month contracts, once the ad appears in the magazine, you may request one complementary revision during the course of the contract. For any change thereafter clients will be subject to a \$50 text change fee or a \$200 artwork change fee. Please refer to your contract for details.

HOW CHANGES WORK IF WE ARE DESIGNING THE AD FOR YOU:



EXPIRATION DATES

Ads for Angie's List magazine must include a valid coupon offer for Angie's List members. Advertisers who choose to provide completed ads that include expiration dates must provide updated artwork with current expiration dates before each publication month's deadline. If materials are not provided in a timely manner, Angie's List reserves the right to remove all invalid expiration dates on any advertisement. Angie's List is not able to update coupon dates automatically each month, but text at the bottom of each ad section directory indicates that coupons are valid through the end of the current publication month unless otherwise noted. Options for expiration dates include "Offer expires in 30 days," "Offer expires in 60 days," "Offer expires at the end of the month," or the end date of the current contract. If the advertiser requests to have Angie's List change the expiration date on a monthly basis, a \$50 fee will be applied for text changes each month.

ANGIE'S LIST COUPON OFFERS

All Angie's List magazine ads require a valid coupon offer exclusive for Angie's List members. Health ads require an Angie's List member exclusive benefit. Advertisers should have already submitted a valid coupon/member benefit on the initial contract. If the advertiser is sending an ad completed to Angie's List specifications, the coupon offer submitted on the contract must be included on the completed ad.

Examples of Valid Coupon Offers:

- Percentage Savings — ie: 15% off to Angie's List members
- Dollar Savings — ie: \$50 off any service call
- Gift Card — ie: \$50 Home Depot gift card with any job over \$1,000
- Free Service With Value — ie: 3rd housecleaning visit free (\$100 value)

- Valid coupon offers must be a percentage or dollar amount off. Alternatively, they may provide a product or additional service for free, but the original value must be stated.
- Any coupon offer that just states a promotion price needs to include the savings included or regular price of the item/service.
- Gift cards/certificates must include where the gift card may be used and the amount of the gift card.
- Free estimates are not considered a valid coupon offer.
- Invalid coupon offers may be included in addition to a valid coupon offer (ie: 10% off to Angie's List members and Free Estimates)

Invalid Coupon Offers:

- Free Estimates/Consultations or Free Estimates/Consultations (even with a dollar value)
- Free Warranty or Free Warranty (with a dollar value)
- Senior/Military/Student Discounts
- Tax Credits
- 'Beating' a competitor's estimate or price

ANGIE'S LIST HEALTH AND WELLNESS MEMBER BENEFITS

All Health and Wellness contracts must provide a member exclusive benefit. These should focus on free products/services, discounts (providing a percent or dollar value off), or special appointment times or scheduling methods for Angie's List members.

Examples of Valid Health and Wellness Offers:

- Free Products or Services
- Discounts — ie: \$50 off any teeth whitening service
- Gift Cards (must include where the gift card may be used and the amount of the gift card)
- Extended office hours or priority appointment times for Angie's List members
- Complimentary consultations for members
- Preferred appointment times/Additional appointment times for Angie's List members
- Online appointment scheduling (must include web address)

- Some Health and Wellness service providers are not legally allowed to offer discounted services. Therefore, offers without monetary value (such as preferred appointment times) will be considered valid offers in some circumstances.

Invalid Health and Wellness Member Benefits:

- 'Checkout our website'
- Doctor credentials
- Accepting new patients
- Senior/military/student discounts
- Guaranteed time with the doctor
- Patient registration forms online
- Multiple locations
- 'Mention Angie's List when scheduling an appointment'

HONOR ROLL AND FEATURED SERVICE OFFERS:

The Honor Roll page states that all providers offer at least \$10 off, so a coupon is not required on actual ad. Featured Service ads are required to offer a valid coupon. If no coupon is provided, "\$10 off" will be added.

RESTRICTIONS

- Angie's List reserves the right to refuse advertising materials for any reason.
- Angie's List does not allow advertisers to refer to their specific ratings on the List, as ratings can change on a day-to-day basis.
- The Angie's List logo cannot be used on any ad.
- The words "Angie's List" can only be used on the ad as part of the coupon offer (e.g. "10% off for Angie's List members").
- Angie's List copyrighted materials, including website and publication content, may not be included on any ad. Review excerpts attributed to a particular member are permitted, provided authorization has been received from the Angie's List member.
- Unsubstantiated award references are not permitted. Advertisers must provide an attribution/source to call themselves "Award Winning". Please note that Super Service Award winners are permitted to use the phrase "Award Winning" without further attribution.
- References to being ranked, voted, named, rated, reviewed, etc. must be supported with an attribution. General boasts (e.g. "Best in the city") are permitted, but advertisers must provide a source for any specific claims. The attribution/source for these claims may not be Angie's List or any Angie's List competitor (please see below).
- Ads are for Angie's List use only and cannot be used in outside advertising due to licensure restrictions on our fonts (and photos where applicable). We cannot provide design build files.

COMPETITORS

Angie's List does not allow advertisers to refer to Angie's List competitors in their advertisement.

The below company names and/or logos are not allowed in any Angie's List advertisements. This list of competitors is frequently updated but may not be comprehensive—Angie's List reserves the right to add or remove companies from the list below at any time.

COMPETITOR LOGOS NOT ALLOWED ON ADS

1-800-Contractor.com	Google Reviews	Renovation Experts
AskTheSeal.com	Guild Quality Reporting	Residential Remedies of PA
BestOfSurveys.com	Health Grades	RosieOnTheHouse.com
Book Healthcare	HOCOA Home Repair Network	Senior Checked
Business Consumer Alliance	Home Advisor	ServiceMagic
Certified Contractors Network	Home Referral Solutions	ServiceMaster
Checkbook Magazine	Home Service	SuperGuarantee
CIA - Clean Indoor Air Alliance	Home Solutions Connection, Inc	SuperPages
Comfort Qualified	Home Solutions of Cali	Team Dave Logan
Consumer Business Review	HomeConnections	Tech-Net Professional Auto Service
Consumer's Checkbook	HomeReports.com	Thumbtack
Consumer's Choice Award	HomeWarrantyReviews.com	To Fit It
for Business Excellence	Houzz	ToFixIt.com Certified
Consumers' Research Council	Insider Pages	TopDocLA.com
Consult A Home Pro	Jen's List	Town Contractors
Contractor Connection	Judy's Book	Troubleshooter.com
Contractors.com	Kudzu	TrustDale.com
Contractors4u.com	League of California Homeowners	Tucker Home-Link
Craigslist	Merchant Circle	Urban Referrals
DealerRater	Moving Help	U-Win
Diamond Certified	Prime Buyer's Report	Vitals
DoctorScorecard.com	Rate it all	WhoWeUse
Done Right Directory	RateMDs.com	Yellow Pages
Dr. Oogle	Realtor.com	Yahoo
Athical Arizona	Recommended Roofer	Yelp
Ethical Services	RecUmmend	Zillow
For Busy People	Reliable Home Solutions	
From the Ground Up	Reliable Referrals	
GephardtApproved	Reliable Remodeler.com	

EXAMPLE ADS

BELOW ARE EXAMPLES
OF 2/3 PAGE ADS FOR
YOUR REFERENCE



Ways Electric LLC

License # EN213348

Angie's List members
receive \$50 off ANY
service of \$300 or more.

Metro Atlanta
Bonded and Insured • Free Estimates
We have over 20 years experience.

Electrical Service, Remodeling and Repair,
Receptacles, Switches, GFCI's, Fixtures, Conduit/Wire,
Pools Low Voltage Wiring, Telephone Wiring,
Computer Wiring and Home Automation

Commercial • Industrial • Residential
Real Estate • Retail Projects

(770) 554-6721
WaysElectric.com



Graves
OVERHEAD DOORS

*"For Work Done Right
The First Time"*

- Total Integrity • Superior Service
- Exceptional Value

- Showroom Displays
- Free Onsite Consultations
For New Doors!
- Certified Drug
Free Workplace

SPECIAL OFFER
\$25 OFF
Any Service
(Must Mention Angie's List Ad).

ACCREDITED
INSTITUTE OF DOOR DEALERS
DOOR DEALER

Serving North Metro
Atlanta Since 1998
(678) 947-1980
gravesoverheaddoors.com

Five Star Distributor
C.H.I.
OVERHEAD DOORS

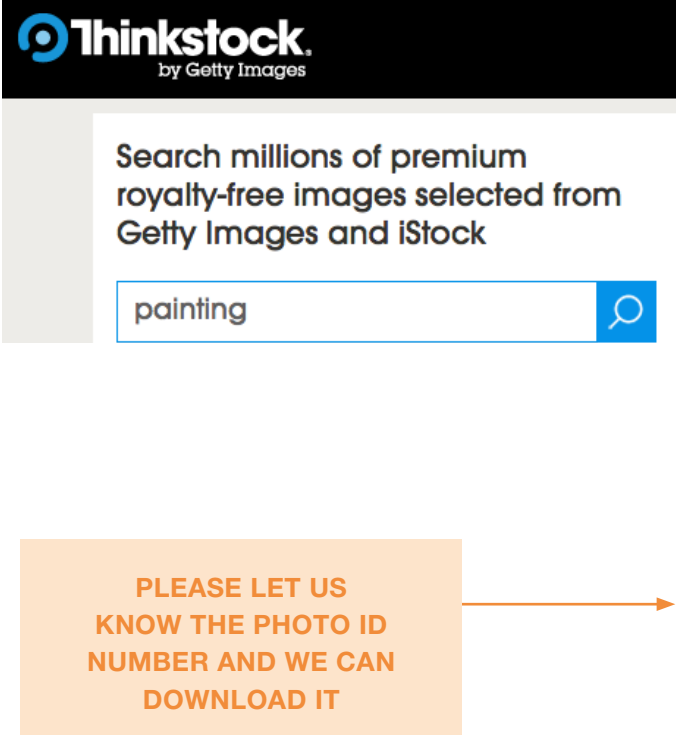
HELPFUL TIPS


NOT SURE WHAT SHOULD GO ON YOUR AD? HERE IS A LIST OF COMMON ELEMENTS OUR SERVICE PROVIDERS INCLUDE ON ADS:

- Company name or logo. Please provide a large file of your company logo in a preferred format (page 3)
- Phone number(s)
- Website
- Any extra contact info
- License number(s). You are responsible for adhering to any state or local licensure requirements.
- Angie's List coupon offer (REQUIRED): we will use the coupon offer on your contract unless you provide us with something new (if you are changing it, please follow coupon offer guidelines on page 5).
- Company slogan or tag line
- List of services
- Any other text, logos, or photos needed. Please make sure photos are provided in a large preferred format. See below if you would like to utilize our stock photography website.

STOCK PHOTOS:

We always encourage you to use your own photos, but if you would like us to use a stock photo in your ad, you are welcome to choose one yourself. Visit WWW.THINKSTOCK.COM and search for general terms that apply to your business such as "house painting," "moving," or "toothbrushes." Some photo options should appear. **Please provide us with the Photo ID number listed under the photo you would like us to use.** There is no extra charge to use stock photos. However, we do purchase these photos for use in your ad, so we ask that you select only one photo and that you are confident in your choice.





SUPER SERVICE AWARD LOGO - ELIGIBLE ADVERTISERS ONLY

THIS PAGE ONLY PERTAINS TO ELIGIBLE COMPANIES WHO HAVE ACCEPTED THE SUPER SERVICE AWARD.

NOT SURE IF YOU ARE A WINNER? ASK YOUR ANGIE'S LIST ACCOUNT MANAGER OR THE ANGIE'S LIST BUSINESS CENTER (BUSINESSCENTER@ANGIESLIST.COM) IF YOU ARE A WINNER, OR HOW TO POSSIBLY BECOME ELIGIBLE NEXT YEAR.

WHAT IS THE ANGIE'S LIST SUPER SERVICE AWARD LOGO?

Each year, Angie's List presents its Super Service Award to companies that have maintained a superior rating. Eligible companies must sign and accept the Super Service Award License Agreement (online) before they are considered award winners. Only those businesses who have officially accepted the award are authorized to promote the award and use the award logo according to the guidelines, including in an Angie's List magazine advertisement. The Super Service Award may only be promoted in Angie's List advertisements in the winning market and category.

**IF YOU HAVE ACCEPTED
YOUR AWARD AND NEED
A COPY OF THE LOGO,
LET US KNOW.
OR WE WOULD BE GLAD
TO ADD IT IN FOR YOU!**

Will the 2015 Angie's List Super Service Award logo be added to Angie's List advertisements?

The latest logo will be automatically inserted into any qualifying Angie's List magazine advertisements. Please note that no advertising proof will be provided for these updated magazine advertisements.

What are the guidelines for using the logo in advertisements in our magazine?

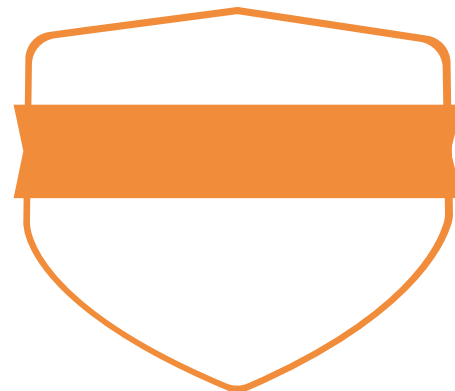
Only current SSA winners that have accepted the award are permitted to display the current year's logo in an Angie's List advertisement. Companies may only display the Super Service Award in the market and category in which they won. In conjunction with this logo, companies are permitted to include text referencing previously accepted awards (also category and market specific).

YOU MUST:

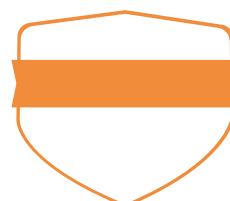
- Center the text below the logo, or center to the left or right of the logo.
- Use Helvetica Neue Light typeface as the first line ("Previous Awards") of the previous awards listed
- List the previous awarded years in descending order (ie. 2014, 2010, 2009, etc.) in Helvetica Neue Bold Condensed typeface; and must place the awarded years directly below "Previous Awards"
- Use a date range for awards won in three or more consecutive years (ie. 2009 — 2006, 2002)
- Separate a beginning and end of date range by an em-dash, with a space before and after (see previous example)
- List the full year date (ie. 2014, not '14)

YOU MAY NOT:

- Distort the logo or text in any way
- Use any other typefaces other than those listed above
- Use a color other than black or white if the background is dark



Previous Awards
2014 — 2009



Previous Awards
**2014 — 2009,
2007, 2006**