

AD SPECIFICATIONS

ACCEPTED PRINT READY FILES

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

REQUIRED FORMAT FOR WEB MATERIALS

.JPG, .PNG, .SWF. All files must be 72dpi. Static files with no animation should be a maximum of 20kb file size. Animation files should be a maximum of 100kb file size.

ACCEPTED MEDIA

CD, E-mail (less than 10MB), Thumb drive, Dropbox.

COLOR PROOFS

If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

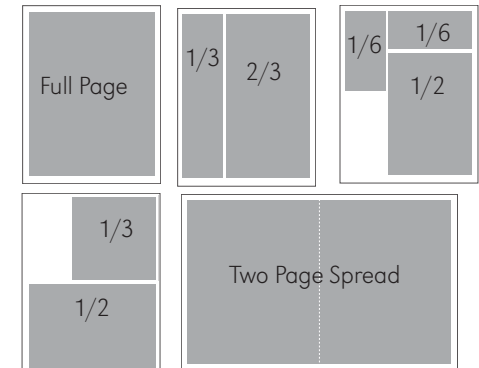
PRODUCTION CHANGES

As a service to our clients, we offer creative design and ad production. The basic production fee of \$130 includes two client proofing cycles. Production charges will apply to fix or re-size an existing ad or one that was submitted with flaws.

PRINT AD

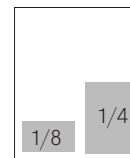
AD SIZE	WIDTH	HEIGHT
1/6 Page Vertical	2.375"	4.875"
1/6 Page Horizontal	4.9375"	2.3125"
1/3 Page Vertical	2.375"	10"
1/3 Page Horizontal	4.9375"	4.875"
1/2 Page Vertical	4.9375"	7.5"
1/2 Page Horizontal	7.5"	4.875"
2/3 Page	4.9375"	10"
Full Page*	8.375" + .125" bleed	10.875" + .125" bleed
Two Page Spread**	16.75" + .125" bleed	10.875" + .125" bleed

*Live area 7.5" x 10". **Live area 16" x 10.5" with 1" center gutter



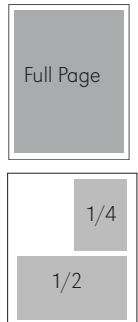
MARKETPLACE AD

AD SIZE	WIDTH	HEIGHT
1/8 Page	3.625"	2"
1/4 Page	3.625"	4.25"



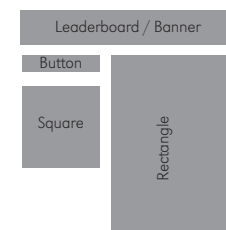
HOMES OF DISTINCTION

AD SIZE	WIDTH	HEIGHT
Full Page	7.5"	8.75"
1/2 Page	7.5"	4.25"
1/4 Page	3.625"	4.25"



WEB AD

AD TYPE	PIXEL DIMENSION
Leaderboard	728 x 90
Banner	468 x 60
Rectangle	240 x 400
Square	240 x 240
Button	240 x 60



ARTWORK DEADLINE

Spring issue - **Feb. 10**
 Summer issue - **May 5**
 Fall issue - **Aug. 5**
 Winter issue - **Oct. 28**