

DIGITAL AD REQUIREMENTS

PREFERRED MATERIALS

Please use the following ad guidelines when preparing your ad. Please feel free to contact our Production Director, Marcia Doble, at 800-826-3893 X267, if you have any questions regarding the following information.

We do not guarantee color matching. A color proof such as an Epson or Kodak Approval® must be supplied with all 2- 3- and 4-color ads. A laser proof is required with all black and white ads. Publisher is not responsible for the outcome of any digitally supplied ads received without an appropriate color or black and white proof. If requested, publisher can create one and bill the customer.

We accept the following file formats:

PDF X-1a, Illustrator AI/EPS, Photoshop PSD/TIFF/EPS, Indesign, and QuarkXPress

Please type <http://newoldhousemag.com/mediakit> into your web browser for complete ad requirements.

Contact production director if unable to supply preferred materials.

We DO NOT accept the following file formats:

PageMaker, CorelDraw, Freehand, MS Word, MS Publisher

We accept the following types of fonts:

Adobe® Type 1 Postscript fonts, OpenType Fonts, TrueType®

We DO NOT accept the following type of font:

Multiple Master® fonts.

SUBMITTING YOUR AD

Mail:

Please send all advertising material on CD (600-700MB) or DVD (4.7GB) to:

Marcia Doble
Home Buyer Publications
4125 Lafayette Center Drive, Suite 100
Chantilly VA 20151
(800) 826-3893 X267

E-Mail:

Files that are smaller than 3MB may be e-mailed to Marcia Doble at mdoble@homebuyerpubs.com.

AD SPECS

Trim Size: 9" × 10⁷/₈"

Bleed Size: 9¹/₄" × 11¹/₈"

Printing: Web

Inks: 4-color process

Binding: Perfect bound

Bleeds: Full page and 2-page spread only. No additional charge.

Live Area: 1/4" from trim

Screen: 133 line



AD SIZES

Full Page (Bleed)	9.25" × 11.125"
Full Page	7.5" x 9.75"
Two Page Spread (Bleed)	18.25" x 11.125"
Two Page Spread	16.5" x 9.687"
2/3 Page Vertical	4.937" x 9.75"
1/2 Page Horizontal	7.5" x 4.687"
1/2 Page Vertical	3.667" x 9.75"
1/2 Page Island	4.937" x 7.125"
1/3 Page Square	4.937" x 4.687"
1/3 Page Vertical	2.375" x 9.75"
1/4 Page Vertical	3.667" x 4.687"
1/6 Page Horizontal	4.937" x 2.187"
1/6 Page Vertical	2.375" x 4.687"
1/12 Page Square	2.375" x 2.187"

