

Ad Dimensions

Full Page Ad:

- Trim Size: Width 6.5" x Height 9.5"
- Margin: .5" on Top, Bottom, Inside and Outside
- Bleed: .125" on Top, Bottom, Left and Right

1/3 Page Ad:

- Width: 5.375" x Height: 2.5"

InDesign templates and additional information available at:

NewHomesGuide.com/about/advertising

Production-Related Questions? Contact:

Alison Mrohs, Production Manager
(703) 992-1141

Eric Luttamus, Art Director
(703) 992-1138

Creating Your Ads

Adobe InDesign or QuarkXpress.

- All colors must be CMYK. Convert all RGB and spot colors to CMYK.
- Refrain from creating borders and hairline rules directly on trim.

Image formats:

- Hi-res photos must be 300 dpi, TIFF format. We highly recommend scaling each photo to actual size in Photoshop before importing into your document. Following these guidelines will eliminate image moirés and darkening in final printed pages.

Logo formats:

- EPS with text converted to outlines or 300 dpi, TIFF.

Fonts:

- Use Type 1 Postscript fonts and stylized fonts. No True Type fonts. Do not apply artificial style attributes to fonts.

Creating Your PDF Files

Use PDF/X-1a Standard setting:

Compression:

- 'Compress Text and Line art' checked On.

Marks and Bleeds:

- 'All Printer Marks' checked On.
- 'Use Document Bleed Settings' checked On.
- Bleed MUST be set for .125" on Top, Bottom, Left and Right.

Advanced:

'Transparency Flattener' Preset on 'High Resolution'.

Submitting Your Ad Files and Proofs

New Homes Guide has an FTP site for uploading your ads.

To gain access to our FTP site:

ftp.newhomesguide.com

- Your user name and password will be sent to you via email the day prior to the space reservation deadline.
- If you do not have this access information, please contact: Alison@NewHomesGuide.com
- If you are unable to use our FTP site, please overnight PDF files on a CD. CD must be marked clearly with agency and client name, issue date and contact information.
- Send your CD to:
New Homes Guide / GWPI
Attn: Alison Mrohs
1919 Gallows Rd., Suite 200
Vienna, VA 22182
(703) 992-1100
- New Homes Guide prefers not to receive ad files via email. Most files are too large to send between servers.
- Please provide us with color proofs of all your files. If no color proofs are provided, New Homes Guide will match all color to industry standards.

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