

print specs

Your ads get more room to shine

Full Page Ad:

Trim: 6.5" X 9.5"

Ad/Live area: .5" inside trim

Bleed area: .125" outside trim

1/3 Page Ad:

5.375" x 2.5"

Linescreen: 133

Printing process: Web Offset

Binding: Perfect Bound

Platesetter resolution: 2400 dpi (Linework) and 400 dpi (CT)

Imposition: Brisque Impose™

Ad templates and production specs available online:

Go to our website, www.newhomesguide.com; click "About"; then click "For Advertisers Only". Select template(s) and download to your system.

Adobe Acrobat PDF Files:

- Adobe Acrobat PDF Files – We support files generated by Adobe Acrobat 4, 5 and 6 using the specific Distiller Job Options settings listed below.
- All items not mentioned should be turned off, set to default or to none. Use the Distiller PostScript Printer Description (PPD).
- Distiller Job Options Settings:
 - 1) General** – Compatibility: Acrobat 4 • Optimize PDF • Resolution: 2400 dpi • Binding: Left
 - 2) Compression** – uncheck all three Bicubic Downsampling (Resampling) boxes (Color, Grayscale, and Monochrome Bitmap Images) • Compression for Color and Grayscale Bitmap Images is JPEG, Quality: Maximum. Compression for Monochrome Bitmap Images is CCITT Group 4 • Compress Text and Line Art box should be checked
 - 3) Fonts** – Check the Embed All Fonts box • Check the Subset All Embedded Fonts box and specify Below 100% • When Embedding Fails specify Cancel Job • for Embedding specify Base 14 Fonts • Always and Never Embed should remain empty
 - 4) Color** – for Conversion, specify Leave Color Unchanged • for Options, Preserve ALL
 - 5) Advanced** – for Options, select Allow PostScript file to Override Job Options • for Document Structuring Conventions (DSC) specify Process DSC Comments, Preserve EPS Information from DSC, and Preserve Document information from DSCPDF files generated by the Distiller application with all fonts imbedded.

Application File Format:

- QuarkXpress (for Mac) is the preferred format.
- Build pages to trim size. Live area is 1/2" inside trim. Extend bleed 1/8" beyond trim.
- Supply logos as EPS with text converted to outlines, or TIFF, with resolution of 600 dpi or higher.
- Use only Type 1 Postscript fonts and stylized fonts. Avoid non-Adobe fonts.
- Do not use True Type fonts or apply style attributes to basic fonts.
- Embed all data when using Illustrator or FreeHand. (Do not link EPS or TIFF files to Illustrator or FreeHand EPS files.)
- Auto Picture Import must be turned off.

Specifications For High Resolution Graphics:

- Size all hi-res images, EPS and TIFF files at 100% to avoid moirés. Supply as CMYK, 300 dpi. Do not use RGB files.
- Continuous tone data must be supplied in CMYK or Greyscale mode in TIFF or EPS format at 300 dpi. Total SWOP ink density should not exceed 300 dpi.
- High-res images should not be scaled over 105% or under 80%. This will cause moirés in final printed pages.
- High-res line art data saved from Photoshop as TIFF or EPS, should be 1200 dpi. Placed lineart (bitmap data) should not be scaled over 150%.

Submitting Your Ad Files and Proofs:

- Supply digital files as PDFs or as application files on CD labeled with agency name, issue date, ad placement and contact information. (New Homes Guide does not accept digital files via e-mail.)
- Please send correctly sized color proofs (1800 dpi) to match each file, showing all bleeds, crops and fonts.
- NHG has an FTP site for your ads. Please contact alison@newhomesguide.com for instructions on how to use the site.

Send Files and Proofs to:

New Homes Guide
1919 Gallows Rd, Suite 200
Vienna, VA 22182
(703) 992-1100

Contacts:

Production Manager: Alison Mrohs (703) 992-1141
Art Director: Eric Luttamus (703) 992-1138