

AD SPECIFICATIONS

At Luxury Home Magazine®, it is our desire to provide you with the highest quality magazine possible to reflect the upscale properties and professional businesses that you represent. Please read and follow the guidelines below for submitting your camera ready ad.

SUPPLIED AD SPECIFICATIONS

Listings Per Page

Full page ads may feature a maximum of 4 listings. Half-page ads may feature a maximum of 2 listings.

Crop Marks (and other print marks)

DO NOT include crop marks, registration marks, color bars, page info, etc. NEVER include these in your ad, since they will have to be removed. Even if your ad has bleeds, DO NOT include these marks.

Bleeds

If your ad has bleeds, they must go 1/4" beyond the trim edge on all four sides. Only full page ads and 2-page spreads have bleed.

Color & Resolution

Send all files in CMYK color mode. Save all files at 300 dpi. For large areas of black, use C60-M60-Y40-K100. For black text use 100% K.

Page Numbers

Page numbers will be added by LHM.

Font Size

Minimum font size is 10 pt. (1.5mm x-height).

Exceptions are: fine print at bottom of ad, DRE #, photo credits, etc.

File Types

Preferred file type is PDF. JPEG or TIFF must be saved with the least compression possible, to ensure the highest quality.

Single Page Dimensions

Bleed size: 11" wide x 12.625" tall (gray area)

Actual page size in print: 10.5" wide x 12.125" tall (white area)

Safe area: 9.5" wide x 11.125" tall (red line)

Half Page Ads

Should be 9.5" wide x 5.4" high at 300 dpi. (dark gray area)

No bleeds on half page ads.

2-Page Spread Dimensions

Bleed size: 21.5" wide x 12.625" tall (gray area)

Actual spread size in print: 21" wide x 12.125" tall (white area)

Safe area for each page of spread: 9.5" wide x 11.125" tall (red line)

Back Cover Dimensions

Bleed size: 11" wide x 12.625" tall (white area)

Actual page size in print: 10.5" wide x 12.125" tall (white area)

Safe area: 9.5" wide x 11.125" tall (red line)

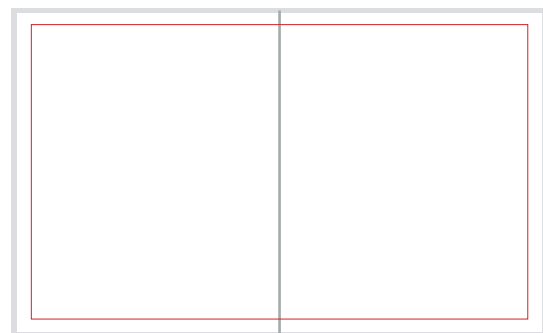
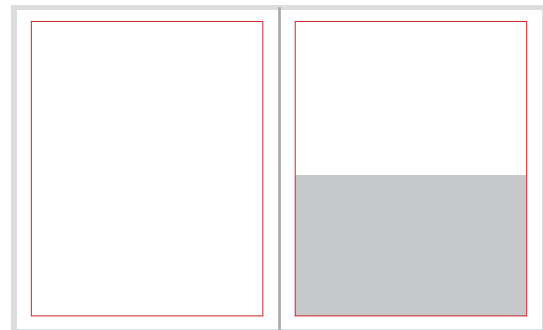
Postage Indicia Area: 4.5" wide x 2.8" high in top right corner.

Indicia must be 100% white.

Front Cover Photo

Should be at least 10.75" wide x 10.1" high at 300 dpi.

Send the original file, and LHM will crop to fit.



**LHM reserves the right to refuse any ad for any reason and to request specific changes to meet our design standards.*