LHM Design Specifications

At Luxury Home Magazine®, it is our desire to provide you with the highest quality magazine possible to reflect the upscale properties that you represent. Please read and follow the guidelines below for submitting your ad successfully. Put the agent's name and what you are sending in the subject line of your email.

Header

Include all information that you would like in your header:

- Phone number(s)
- Logos
- Certifications
- Website
- Email
- DRE License #
- Agent's picture: 1.625" wide x 1.75" high @ 300dpi in JPEG, TIFF, PSD, or PDF formats.

Word Count

Text can be in the body of the email or in Microsoft Word. Please spell check.

- Full Page, single listing - 150 words
- Full Page, 2 listings - 75 words each
- Full Page, 3 listings - 50 words each

- Half Page, single listing - 75 words

*Address, county and city are required for each listing.

Photos

We highly recommend hiring a professional photographer. A professional photographer will best portray your property by accentuating its architectural elements, using lighting and camera angles for the best possible results. Dramatic images taken during twilight will give the home a warm, welcoming look. To portray your upscale listing properly, we cannot accept low-resolution photos from the MLS or the Internet. Please supply us with the photographer's name and company, so we can credit them accordingly in the magazine.

Photo requirements are as follows:

- Photos must be sent at 100% print size, at 300 dpi. Average photo size in our magazine is between 5" and 8" wide.
- Photos must be high-quality (not taken from the web).
- Acceptable file types are: JPEG, TIFF or PDF (these must be saved with the least compression possible, to ensure highest quality).
- Please send a minimum of 5 photos per listing, to ensure adequate representation of your listing(s) on our website.

Agency Supplied Ad Specifications (Please send all images in CMYK color mode. If your ad will print to the edge of the page, be sure to include 1/4" bleeds. DO NOT include crop marks, reg. marks, color bars, etc. For large areas of black, use the CMYK values 60-60-40-100.)

Single Page Dimensions

Bleed size: 11" wide x 12.625" tall
Actual page size: 10.5" wide x 12.125" tall
Safe area: 9.75" wide x 11.625" tall

2-Page Spread Dimensions

Bleed size: 21.5" wide x 12.625" tall
Actual spread size: 21" wide x 12.125" tall
Safe area for each page of spread: 10" wide x 11.625" tall

Banner Ad for LHM Website

150 pixels wide x 120 pixels high, RGB color, JPEG or GIF file. Must have grey border 1 pixel wide, with RGB values of: 51-51-51.

Half-Page Dimensions

9.5" wide x 5.4" tall
No bleeds necessary
Safe area is same size as above
CMYK only (no spot colors or RGB colors)

Back Page Dimensions

Bleed size: 11" wide x 12.625" tall
Actual page size: 10.5" wide x 12.125" tall
Safe area: 10" wide x 11.625" tall
Postage Indicia Area: 4" wide x 2" tall in the top right corner.
Please keep postage indicia as light as possible, preferably 15% opacity or less.