

## AD SPECS

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 (for clients designing camera-ready ads)

#### 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. The only ads that can have bleeds are full page ads and 2-page spreads.

#### Color & Resolution

Send all files in CMYK color mode. Save all files at 300 dpi.

For large areas of black, use the CMYK values of 60-60-40-100. For black text, just 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, BRE #, photo credits, etc.

#### File Types

Acceptable file types are: JPEG, TIFF or PDF. Files must be saved with the least compression possible, to ensure the highest quality. Average file size of a full page ad is 5-10 MB. Files should NOT exceed 20 MB.

#### Single Page Dimensions

Bleed size: 11" wide x 12.625" tall

Actual page size in print: 10.5" wide x 12.125" tall

Safe area: 10" wide x 11.45" tall

#### Back Cover Dimensions

Bleed size: 11" wide x 12.625" tall

Actual page size in print: 10.5" wide x 12.125" tall

Safe area: 10" wide x 11.625" tall

Postage Indicia Area: 4.5" wide x 2.8" tall in the top right corner. Indicia must be 100% white, per our printer.

#### Half Page Ads

Should be 9.5" wide x 5.4" high at 300 dpi.

No bleeds on half page ads.

#### 2-Page Spread Dimensions

Bleed size: 21.5" wide x 12.625" tall

Actual spread size in print: 21" wide x 12.125" tall

Safe area for each page of spread: 10" wide x 11.45" tall

#### 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.*

