

AD 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. You may either email or burn the necessary information to CD and we will pick it up. If you email, please send a separate email for the header, listing information, and listing photos. Put the agent's name and what you are sending in the subject line: e.g. Agent Name - header information, or Agent Name - listing photos.

For questions, please call (703) 288-3566 or email: ads@lhmdc.com

Header

Include all information that you would like in your header:

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

Listings

(Text can be in the body of the email or in Microsoft Word format. Please spell check. Email to ads@lhmsac.com)

- For ads with one listing per page, please limit word count to 150 words per listing
- For ads with two listings per page, please limit word count to 75 words per listing
- For ad with three listing per page, please limit word count to 50 words per 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 submit a written agreement from the photographer stating appropriate photo credits and permission to use the photographs in Luxury Home Magazine®.

Minimum settings are as follows: (We accept JPEG, TIFF, PSD, or PDF formats)

- 4" x 6" image - 1200 x 1800 pixels @ 300dpi
- 5" x 7" image - 1500 x 2100 pixels @ 300dpi
- Photos exceeding 5" x 7" - Please supply at 300dpi

Agency Supplied Ad Specifications (Please send all images in CMYK color mode)

Single Page Dimensions

10.5" wide x 12.125" tall
1/4" bleeds beyond the above dimensions
Safe area: 9.75" wide x 11.625" tall

Back Page Dimensions

10.5" wide x 12.125" tall
1/4" bleeds beyond the above dimensions
Safe area: 9.75" 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.

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)

2-Page Spread Dimensions

Full Page dimensions: 21" wide x 12.125" tall
1/4" bleeds beyond the above dimensions
Safe area: 9.75" wide x 11.625" tall (each pg.)