

# Digital Ad Requirements

## PREFERRED MATERIALS

Please use the following ad guidelines when preparing your ad. Please feel free to contact our Production Director, Marcia Doble, at 800-826-3893 X267, if you have any questions regarding the following information.

We do not guarantee color matching. A color proof such as an Epson or Kodak Approval® must be supplied with all 2- 3- and 4-color ads. A laser proof is required with all black and white ads. Publisher is not responsible for the outcome of any digitally supplied ads received without an appropriate color or black and white proof. If requested, publisher can create one and bill the customer.

We accept the following file formats:

PDF X-1a, Illustrator AI/EPS, Photoshop PSD/TIFF/EPS, Indesign, and QuarkXPress

Please type [www.OldHouseJournal.com/advertising/mediafile.shtml](http://www.OldHouseJournal.com/advertising/mediafile.shtml) into your web browser for complete display and classified ad requirements.

Contact production director if unable to supply preferred materials.

We DO NOT accept the following file formats:

PageMaker, CorelDraw, Freehand, MS Word, MS Publisher

We accept the following types of fonts:

Adobe® Type I Postscript fonts, OpenType Fonts, TrueType®

We DO NOT accept the following type of font:

Multiple Master® fonts.

Submitting your ad

Mail:

Please send all advertising material on CD (600-700MB)

or DVD (4.7GB) to:

Marcia Doble

Home Buyer Publications

4125 Lafayette Center Drive, Suite 100

Chantilly VA 20151

(800) 826-3893 X267

E-Mail:

Files that are smaller than 3MB may be e-mailed to

Marcia Doble at [mdoble@homebuyerpubs.com](mailto:mdoble@homebuyerpubs.com).

## AD SPECS

Trim Size: 8 3/16" × 10 7/8"

Bleed Size: 8 7/16" × 11 1/8"

Printing: Web

Inks: 4-color process

Binding: Perfect bound

Bleeds: Full page and 2-page spreads only. No additional charge.

Live Area: 1/4" from trim

Screen: 133 line

