Wide Format: Trim Size   9" x 10 7/8"

Standard Size: Trim Size   8 3/8" x 10 7/8"

Wide Format

Non Bleed	Live Copy Area
Center Spread	1191 x 721 Points 16.486" x 10.014"
Full Page	587 x 721 Points 8.125" x 10.014"
3/4 Page	587 x 541 Points 8.125" x 7.514"
1/2 Horizontal	587 x 360 Points 8.125" x 5"
1/2 Vertical	290 x 721 Points 4.02" x 10.014"
1/4 Vertical	290 x 360 Points 4.02" x 5"
1/4 Horizontal	587 x 175 Points 8.125" x 2.431"

Bleed Size	
Full Page	668 x 801 Points 9.25" x 11.125"
Center Spread	1273 x 801 Points 17.625" x 11.125"

Standard Size

Non Bleed	Live Copy Area
Center Spread	1142 x 721 Points 15.861" x 10.014"
Full Page	540 x 721 Points 7.5" x 10.014"
3/4 Page	540 x 541 Points 7.5" x 7.514"
1/2 Horizontal	540 x 360 Points 7.5" x 5"
1/2 Vertical	267 x 721 Points 3.708" x 10.014"
1/4 Vertical	267 x 360 Points 3.708" x 5"
1/4 Horizontal	540 x 175 Points 7.5" x 2.431"

Bleed Size	
Full Page	621 x 801 Points 8.625" x 11.125"
Center Spread	1224 x 801 Points 17" x 11.125"

Bleed and Margins Requirements

When creating your full page bleed ad and center spread bleed ad, please create the document using the trim size. After creating that document, pull out the bleeds from the document 1/8"on all sides. This will ensure the page will fully bleed after trim. In addition, please maintain a 1/4"margin on all sides within the document.

Media Kit

Digest Size:

Trim Size   5.437" x 8.25"

Non Bleed   Live Copy Area

Center Spread   748 x 538 Points
                   10.389" x 7.472"

Full Page   354 x 538 Points
                   4.917" x 7.472"

1/2 Horizontal   354 x 267 Points
                   4.917" x 3.708"

Bleed Size

Center Spread*   801 x 616 Points
                   11.124" x 8.5"

Full Page*   412 x 616 Points
                   5.722" x 8.5"

Bleed and Margins Requirements

When creating your full page bleed ad and center spread bleed ad, please create the document using the trim size. After creating that document, pull out the bleeds from the document 1/8"on all sides. This will ensure the page will fully bleed after trim. In addition, please maintain a 1/4"margin on all sides within the document.

Submission Requirements:

There are 2 acceptable submission methods:
1) PDF and
2) Quark Source Files.

1
Submitting your file in PDF format is the recommended form of submission. It eliminates the need to submit fonts and supporting files. See other page for complete details on creating a PDF using Quark.

2
The Quark Source Files submission will include: The Quark project, all logos and art, photos and fonts. The Source Files should be formatted to be Macintosh compatible and sent to the local Homes & Land Publisher. Please refer to the publisher for their preferred submission method.

Media Kit

Homes & Land is North America's leading community real estate publication, appearing in over 30,000 communities across the United States and Canada. We are excited that you have chosen Homes & Land as your source of advertising.

The following guidelines for submitting digital media were created in order to maintain a quick turnaround time.

PDF Submission:

1

- Preferences for PDF Creation when using QuarkXPress :
  Set Virtual Memory to 1000 MB
  Default Options: Job Options: Embed all fonts, subset fonts below 100%, set color image compression to automatic zip/jpeg high and downsample to 300 dpi and monochrome compression to CCITT group 4 and downsample to 600 dpi. Compress text and line art should be checked. Output: Compositie, CMYK, registration centered, offset 12 pts, and bleed Symmetric at .125" Keep file name as short as possible with the .pdf extension.

- If a different application is used to create the PDF, match these settings as closly as possible

General Guidelines

2

PLATFORM:
- Macintosh.

MEDIA:
- Files must be formatted to be Macintosh compatible and sent to the local Homes & Land Publisher. Please refer to the publisher for their preferred submission method.

PAGE LAYOUT SOFTWARE:
- QuarkXPress single page documents. Please do not use any third party QuarkXPress Xtensions.
- Colors must have CMYK values and must be set for process separations; note that Pantone colors may not have exact CMYK color space equivalents.

ILLUSTRATION SOFTWARE:
- Adobe Illustrator : all artwork should: have all text and text anchor points converted to outline; contain no placed artwork.
- A composite Illustrator EPS file.
- EPS should be saved in Illustrator as version CC 2015.
- Delete unused colors, if possible.

IMAGE EDITING SOFTWARE:
- Adobe PhotoShop
- Images supplied for print publication should be: Color artwork, mugs, etc. should be saved in CMYK mode.
- Black & white images should be saved in grayscale mode.
- Images should be cropped to the final print dimensions and saved at 300 dpi.
- Silhouette images (images containing a clipping path) should be saved in Photoshop composite EPS format; no DCS (desktop color separations).
- All images that do not contain clipping paths should be saved as TIFF files.

FONTS:
All fonts used must be submitted with job.
- Macintosh Type 1 or OpenType fonts preferred. Macintosh TrueType fonts are acceptable.
- No Multiple Master fonts to be used.
- Type 1 (or PostScript) and OpenType fonts must include screen font(s) and printer font(s). Please put all fonts used in a single folder with nothing else.

Quark XPress Submission: