

TO SUBMIT YOUR PRINT READY AD:

- Accepted File Types: PDF, JPEG, TIF.
- Ads submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and as a production charge of \$85 to your invoice.
- All files must be 300 dpi at printed size and be converted to CMYK. Each image within the file must be 300 dpi.

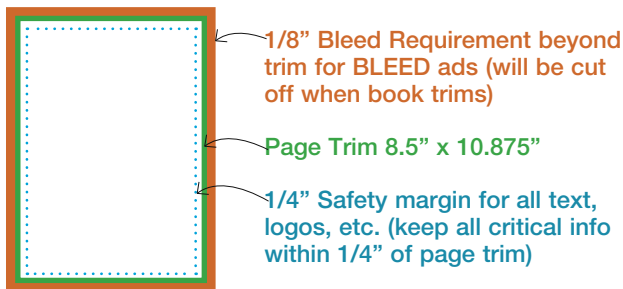
2021 ADVERTISING DEADLINES

ISSUE	AD DUE	MAIL DATE
March/April	01/08/21	02/11/21
May/June	03/12/21	04/15/21
July/August	05/14/21	06/17/21
September/October	07/09/21	08/12/21
Idea Book 2021	08/27/20	09/30/21
November/December	09/24/21	10/28/21
January/February	11/12/21	12/16/22

AD DIMENSIONS:

Bleed Ads:

Full Page	8.75" x 11.125"
(includes add'l 1/8" that will be trimmed)	
Spread	17.25" x 11.125"
(includes add'l 1/8" that will be trimmed)	



Non-Bleeds Ads:

Full Page (non-bleed, Live Area).....	7.375" x 9.812"
Spread (non-bleed).....	16.875" x 9.875"
2/3 Page—Vertical.....	4.75" x 9.875"
1/2 Page—Horizontal.....	7.375" x 4.812"
1/2 Page—Vertical.....	3.562" x 9.875"
1/3 Page—Square.....	4.75" x 4.812"
1/3 Page—Vertical.....	2.375" x 9.875"
1/4 Page	3.562" x 4.812"

MAGAZINE PAGE SIZE.....8.5" x 10.875"

Common Ad Problems to Avoid

Please check your ad for these errors before sending

- Incorrect dimensions
- Content too close to trim of page
- Bleed Ad does not include 1/8" bleed beyond trim
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

All file materials can be sent to ftp@homeanddesign.com
For much larger files please use www.wetransfer.com

