Ad Deadlines & Specifications

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 add 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.

2023 Advertising Deadlines

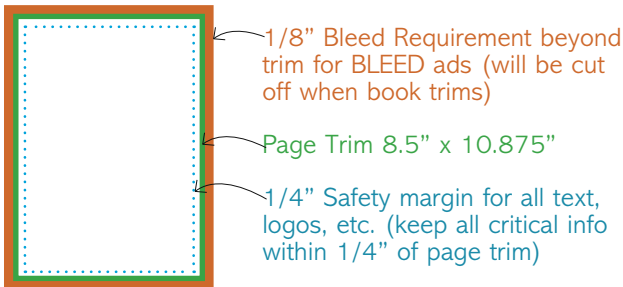| Issue	Ad Due	Mail Date
January/February	11/10/22	12/15/22
March/April	01/09/23	02/09/23
May/June	03/09/23	04/14/23
July/August	05/11/23	06/15/23
September/October	07/06/23	08/10/23
Idea Book 2024	08/30/23	09/28/23
November/December	09/21/23	10/26/23

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)

1/8" Bleed Requirement beyond trim for BLEED ads (will be cut off when book trims)

Page Trim 8.5" x 10.875"

1/4" Safety margin for all text, logos, etc. (keep all critical info within 1/4" of page trim)

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

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THE MAGAZINE OF ARCHITECTURE AND FINE INTERIORS