

## Home & Design + Idea Book + Chesapeake Views

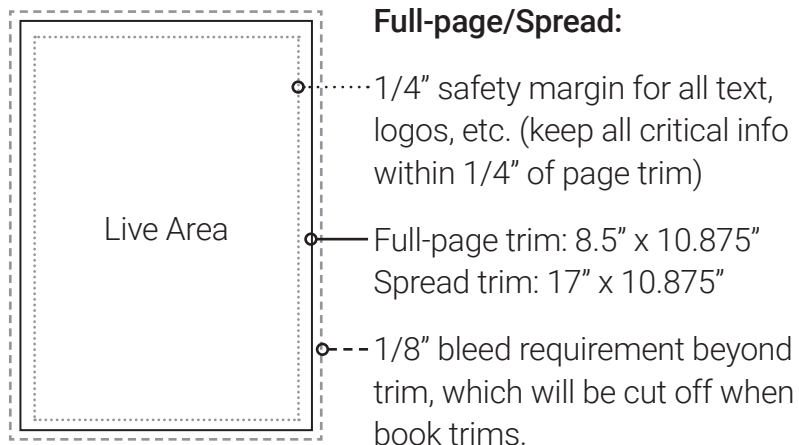
Submit your print-ready advertisement.

### ADVERTISEMENT SIZES

SHAPE	TRIM
<b>Full-page</b> (single page) Bleed: 8.75" x 11.125"; Live Area 8" x 10.375"	8.5" x 10.875"
<b>Spread</b> (facing pages) Bleed: 17.25" x 11.125"; Live Area: 16.5" x 10.375"	17" x 10.875"
<b>2/3 – Vertical</b>	4.75" x 9.875"
<b>1/2 – Horizontal</b>	7.375" x 4.812"
<b>1/2 – Vertical</b>	3.562" x 9.875"
<b>1/3 – Square</b>	4.75" x 4.812"
<b>1/3 – Vertical</b>	2.375" x 9.875"
<b>1/4 – Vertical</b>	3.562" x 4.812"

### AD MATERIALS DUE

ISSUE	DEADLINE
January/February	Nov. 15, 2024
March/April	Jan. 13, 2025
May/June + Chesapeake Views	Mar. 7, 2025
July/August	May 9, 2025
September/October	July 5, 2025
Idea Book 2025	Aug. 22, 2025
November/December + Chesapeake Views	Sep. 19, 2025



### Full-page/Spread:

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

Full-page trim: 8.5" x 10.875"  
Spread trim: 17" x 10.875"

1/8" bleed requirement beyond trim, which will be cut off when book trims.

### Common Problems to Avoid

*Please check for these errors before submitting your advertisement:*

- Incorrect dimensions
- Low-resolution images
- Images not CMYK or spot color/PMS used
- Position marks or color bars in the Live Area
- Full-page/Spread:
  - Does not include 1/8" bleed beyond trim
  - Content too close to trim of page

### SUBMIT PRINT-READY MATERIALS

**Accepted File Formats:** PDF is preferred or jpg or tif.

All files must be 4-color process (CMYK) and minimum 300ppi at printed size.

Advertisements submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, a proof can be printed with a \$85 production charge added to your invoice.

Email files to [ftp@homeanddesign.com](mailto:ftp@homeanddesign.com) or use a file transfer provider like **Wetransfer** or **Dropbox**.

**Questions? Email**  
[ftp@homeanddesign.com](mailto:ftp@homeanddesign.com)