

## AD SUBMISSION SPECS

		<u>Width</u>	<u>Depth</u>
Full Page	Image Area	7"	9.5"
	Trim	8"	10.5"
1/2 Page	Image Area	7"	4.625"
<b>Double Truck:</b> (2 page spread) Please build 2 page spreads as <b>2 separate</b> Full Page Ads			
Covers	Image Area	8"	10.5"

## ARTWORK SPECS: PLEASE NOTE

**LOGOS/ART:** Use CMYK colors (not PANTONE or RGB) - 600- 1200 dpi.

Please don't save with LZW compression

**PHOTOS:** CMYK Tiff format - 300 dpi

Please don't save with LZW compression

**COVERS:** CMYK Tiff or Jpg format - 300 dpi. 10 inches.

**FONTS:** Use Postscript fonts, not True Type fonts

**Submit on disk all fonts, art and logos used in ad**

**Note: All fonts must be embedded in pdf's**

## E-MAIL INSTRUCTIONS

Send e-mails with photos and/or copy to the following e-mail addresses, according to which Homes and Living edition the ad is to appear in:

South Jersey Edition —	<i>southjerseyhomes@phillynews.com</i>
Philadelphia/Bucks/E. Montgomery Co. —	<i>phillybuckshomes@phillynews.com</i>
Chester, Delaware, Montg. Co. & Main Line —	<i>chesterdelcohomes@phillynews.com</i>

### **E-mails "MUST INCLUDE":**

Your Name and Phone Number	Issue Date in Which the Ad is to Appear
Name of Realtor Office or Builder Name	Indicate Size of Ad (e.g. Full or Half)
Contact Name & Phone Number (if other than sender)	Whether the Ad is Color or B&W

**\* Photos or Logos:** **Only acceptable formats are .jpg, .tiff, .eps or pdf**  
Addresses must be included as label on each photo  
Labels on photos only appear in an abbreviated five (5) character format, therefore we need the full address in the body of the e-mail to correctly match and save the photos for future use.

**\* Ad Copy:** **Only acceptable formats are .doc or .rtf**  
Be sure to include full address of property with each ad copy.

**Please Note:** If the photos/copy are sent in the wrong format or are not labeled, they cannot be used. They will be immediately returned to sender with the required information/format stated. Homes and Living cannot be responsible for, or assure insertion of, items if these fundamentals are not adhered to after notification.

## OUR SYSTEM

### **HARDWARE:**

Macintosh  
Computers

### **SOFTWARE:**

Quark Xpress 6.5  
Photoshop CS2  
Illustrator CS2  
Acrobat 6.0