

SPECIFICATIONS FOR PUBLICATIONS

PLEASE READ BEFORE DESIGNING AD:

1. Please DO NOT include crop marks on submitted files.
Only use the dimensions provided with the bleed if you want color to the edge.
2. Please convert all images and colors to CMYK. -DO NOT USE PANTONE COLORS.
3. Please convert all images and colors to CMYK. DO NOT USE PANTONE COLORS. Yes this is meant to be on here twice. We have a lot of designers using PANTONE colors. This needs to be changed. CMYK Only please.
4. Please make sure that any images are 300 DPI. Any images below the recommended 300 DPI may be pixelated.
5. Please be aware that we may not have some of the fonts that you use in an ad. Please package the file and upload folder to the FTP, or convert the text to a paths to prevent any changing when opening on our end.
6. If you submit an ad with a bleed that isn't .125" - IT WILL BE SENT BACK TO CORRECT.
7. Any Ad submitted with CROP MARKS - WILL BE SENT BACK TO CORRECT.
8. We have a template that we drop these ads into, so crop marks are not necessary. If you design the ad to the size provided below, along with the safety precautions, your ad will fit perfectly.
9. If you have any question, please email our lead designer: susan@hometown-living.com
10. Quarter Page, Half Page, & Full-Page w/ White Border DO NOT require a bleed. Please design these ads with dimensions below.
I I. NAMING YOUR FILES: We have hundreds of ads that we deal with. When naming your files for your clients, please use the following format: `CompanyName_MarketInitials_DesignerInitials_SizeOfAd.pdf` OR `jpg`.
a. Sample: `TomsB1inds_WFL JM HP`
12. When designing a 2-page spread — please send this as a whole spread. No separate pages. Jpeg OR pdf
13. All of the dimensions below that require a bleed are set to .125". No more, No Less.
14. Do NOT use the Registration Black. Please use black that is 100% K. (InDesign)

AD DIMENSIONS:

Two Page Spread: (NO CROP MARKS, ONLY BLEED)

- 17 x 11.125 Document Size
- 16.75 x 10.875 Trim Lines
- 16.25 x 10.375 Safe zone for photos & text (no text outside this size)
- To prevent error, please keep text .5" to .75" away from the gutter.
- When saving a two-page spread, please save the file as one image, or if saving two files, use the recommended file names, just add "_left" & "_right" to the end of the file name.

Full Page: (NO CROP MARKS, ONLY BLEED)

- 8.625 x 11.125 Document Size
- 8.375 x 10.875 Trim Lines
- 7.875 x 10.375 Safe zone for photos & text (no text outside this size)

Full Page W/ White Border: (NO CROP MARKS, NO BLEED)

- 7.625 x 10.125 Document Size

Half Page: (NO CROP MARKS, NO BLEED)

- 7.625 x 5 Document Size

Quarter Page: (NO CROP MARKS, NO BLEED)

- 3.75 x 5 Document Size