

# Ad Requirements

Fonts not included will be substituted. Convert fonts in art applications to outline.

Use CMYK process colors only. No spot colors will be printed. Convert all Pantone, RGB or other color model colors to process. All color models other than CMYK will be converted to CMYK. All photos should be linked (not parsed) in Illustrator. Include all linked files on disk.

All electronic files will be processed and paginated in InDesign CS6.

Quality of supplied images is the responsibility of the provider. We cannot be responsible for any requested copy or design revisions made to supplied ads and reserve the right to return any ads that do not meet our requirements.

**FILE FORMATS NOT ACCEPTED:** Film, Publisher, Corel, Word, QuarkXpress, Powerpoint and Pagemaker.

**\*PDF SPECIFICATIONS:** Use press quality settings. All images CMYK 300ppi, all spot colors converted to CMYK prior to pdf creation. If production problems arise, or major alterations to PDFs are requested, native application and support files may be required. Our preferred Distiller Job Options are available on request.

E-mail ad files to: [artdepartment@housetrends.com](mailto:artdepartment@housetrends.com). In subject field include "HT" (Housetrends), the CITY the ad is running in and AD NAME. Files should be stuffed or zipped to protect file integrity. **Note: 5 MB file size limit for e-mail.** For files larger than 5 MB, access our FTP site:

<https://e3local.filetransfers.net>

**User Login: HTUPLOAD** (case sensitive)

**Password: fonts1** (case sensitive)

After login, click on APPROPRIATE CITY FOLDER, then click CREATE FOLDER button. Type the name of your folder, using letters, numbers and underscores ONLY.

Click on the folder you have created.

Click UPLOAD FILES button.

Navigate to the file you want to upload. (PC: Click the BROWSE button and navigate to file)

When ready, click UPLOAD FILES.

CAUTION: Do not close or quit your browser during transfer or your upload will be cancelled.

Click LOGOUT button to exit site.

NOTE: Maximum upload of 3 files per session. If you have more than that, stuff or zip them together in an archive to minimize number of uploads.

**QUESTIONS :** Call Gina Miller @ 513-699-3407  
or email [gmiller@e3local.com](mailto:gmiller@e3local.com)

## Software

Adobe Creative Suites CS (6) or earlier

\*Press-Ready PDFs

## Elements Submission Requirements

Provide all color photographs and grayscale photos at 300ppi (pixels per inch), maximum total ink limit of 300 for color photographs, at the size they are to print. For example, if you are running a photo as a full page ad that bleeds, the photo should be 8.25" x 11.125" at 300ppi.

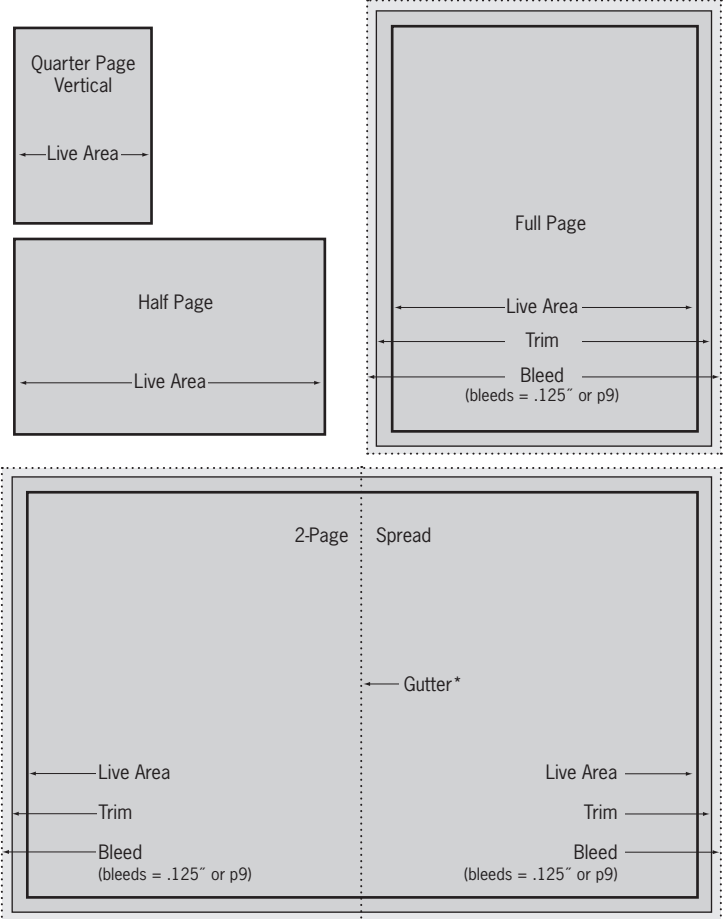
Provide all color photographs as CMYK TIFF, EPS or EPS-JPEG (high quality). To ensure output quality, photos should be placed at 100% or smaller.

Provide all logos at a minimum of 300ppi, saved as EPS or TIFF files, at the size they are to print or larger. Bitmap files should be 600ppi or higher. A white background will appear on all logos saved as JPEG or TIFF files unless a clipping path has been provided in the Photoshop file.



# house trends®

## Ad Dimensions



1/4 vertical:	20p0 x 28p0 / 3.333" x 4.667"
1/2 horizontal:	42p0 x 28p0 / 7" x 4.667"
Full Page:	
Live:	42p0 x 59p3 / 7" x 9.875"
Trim:	48p0 x 65p3 / 8" x 10.875"
Bleed:	49p6 x 66p9 / 8.25" x 11.125"
2 Page Spread*:	
Live:	90p0 x 59p3 / 15" x 9.875"
Trim:	96p0 x 65p3 / 16" x 10.875"
Bleed:	97p6 x 66p9 / 16.25" x 11.125"

\*Note: Graphic matter spanning the gutter on two page spreads may not always align perfectly in bindery. Avoid crossovers where match-up is critical. Copy that crosses gutter in perfect bound magazines might not be viewable. Ads submitted to trim size will not bleed. Partial page ads cannot bleed.