

*Homes & Land* is North America's leading community real estate publication, appearing in over 14,000 communities across the United States and Canada. We are excited that you have chosen *Homes & Land* as your source of advertising.

The following guidelines for submitting digital media were created in order to maintain a quick turnaround time.

## PDF Submission:

# 1

- Preferences for PDF Creation when using Quark 6:  
Set Virtual Memory to 1000 MB  
Default Options: Job Options: Embed all fonts, subset fonts below 100%, set color image compression to automatic zip/jpeg high and downsample to 300 dpi and monochrome compression to CCITT group 4 and downsample to 600 dpi. Compress text and line art should be checked. Output: Composite, CMYK, registration centered, offset 12 pts, and bleed Symmetric at .125" Keep file name as short as possible with the .pdf extension.
- If a different application is used to create the PDF, match these settings as closely as possible

## General Guidelines

### PLATFORM:

- Macintosh.

### MEDIA:

- Files must be sent to the local Homes & Land Publisher on CD or DVD formatted to be Macintosh compatible and the session must be closed (do not leave disk open for writing).

### PAGE LAYOUT SOFTWARE:

- QuarkXPress 6 single page documents. Please do not use any third party QuarkXPress Xtensions.
- Colors must have CMYK values and must be set for process separations; note that Pantone colors may not have exact CMYK color space equivalents.

### ILLUSTRATION SOFTWARE:

- Adobe Illustrator : all artwork should: have all text and text anchor points converted to outline; contain no placed artwork.
- A composite Illustrator EPS file.
- EPS should be saved in Illustrator CS or older.
- Delete unused colors, if possible.

### IMAGE EDITING SOFTWARE:

- Adobe PhotoShop  
Images supplied for print publication should be:
  - Color artwork, mugs, etc. should be saved in CMYK mode.
  - Black & white images should be saved in grayscale mode.
  - Images should be cropped to the final print dimensions and saved at 300 dpi.
  - Silhouette images (images containing a clipping path) should be saved in Photoshop composite EPS format; no DCS (desktop color separations).
  - All images that do not contain clipping paths should be saved as TIFF files.

### FONTS:

- All fonts used must be submitted with job.
- Macintosh Type 1 or OpenType fonts preferred. Macintosh TrueType fonts acceptable.
- No Multiple Master fonts to be used.
- Type 1 (or PostScript) and OpenType fonts must include screen font(s) and printer font(s). Please put all fonts used in a single folder with nothing else.

# 2

## Quark 6 Submission:

**FULL SIZE:** Trim Size 8 3/8" x 10 7/8"

**DIGEST SIZE:** Trim Size 5.437" x 8.25"

**Non Bleed** *Live Copy Area*



Center Spread 1142 x 729 Points  
15.861" x 10.125"



Full Page 540 x 729 Points  
7.5" x 10.125"



3/4 Page 540 x 545 Points  
7.5" x 7.569"



1/2 Horizontal 540 x 361 Points  
7.5" x 5.014"



1/2 Vertical 267 x 729 Points  
3.708" x 10.125"



1/4 Vertical 267 x 361 Points  
3.708" x 5.014"



1/4 Horizontal 540 x 177 Points  
7.5" x 2.458"

**Bleed Size**



Full Page 621 x 801 Points  
8.625" x 11.125"



Center Spread 1224 x 801 Points  
17" x 11.125"

**Non Bleed** *Live Copy Area*



Center Spread 748 x 552 Points  
10.389" x 7.667"



Full Page 354 x 552 Points  
4.917" x 7.667"



1/2 Horizontal 354 x 274 Points  
4.917" x 3.806"

**Bleed Size**



Center Spread\* 801 x 612 Points  
11.124" x 8.5"



Full Page\* 412 x 612 Points  
5.722" x 8.5"

*\*When creating your full page bleed ad and center spread bleed ad, please create the document using the trim size. After creating that document, pull out the bleeds from the document 1/8" on all sides. This will ensure the page will fully bleed after trim.*

## Submission Requirements:

There are 2 acceptable submission methods:

- 1) PDF and
- 2) Quark 6 Source Files.

Submitting your file in PDF format is the recommended form of submission. It eliminates the need to submit fonts and supporting files. See other page for complete details on creating a PDF using Quark 6.

The Quark 6 Source Files submission will include: The Quark project, all logos and art, photos and fonts. This submission method will allow the listing data to be placed on the internet. The Source Files should be placed in a folder, zipped and identified by the advertiser and should be submitted on CD or DVD. Also included with the CD or DVD should be a full size color proof of the supplied ad.