

*New England Home* can design and produce your ad for you — please contact your account executive for details.

If you or your designer or agency will be preparing advertising materials, please see the information on the following pages. Observing the listed size, digital format, and submission requirements will help ensure the best printed results and make advertising in *New England Home* as easy, inexpensive, and trouble-free as possible.

## DISPLAY AD SIZES

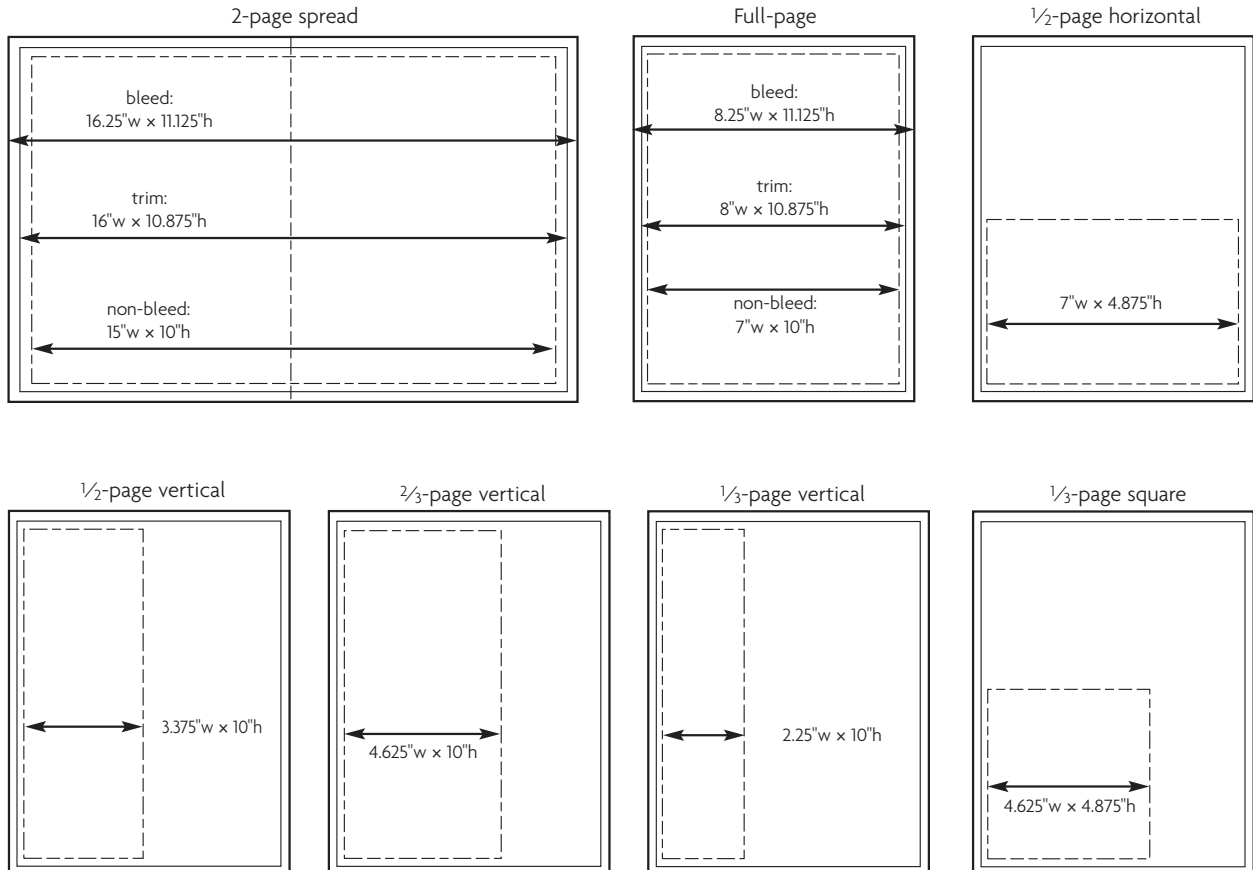
MAGAZINE TRIM SIZE: 8" WIDE × 10.875" TALL

SPACE UNIT	NON-BLEED	BLEED	LIVE AREA**
2-page spread*	15" × 10"	16.25" × 11.125"	15.5" × 10.375"
Full-page	7" × 10"	8.25" × 11.125"	7.5" × 10.375"
1/2-page horizontal	7" × 4.875"	N/A	N/A
1/2-page vertical	3.375" × 10"	N/A	N/A
2/3-page vertical	4.625" × 10"	N/A	N/A
1/3-page vertical	2.25" × 10"	N/A	N/A
1/3-page square	4.625" × 4.875"	N/A	N/A

\* SPREADS ONLY: 2-page spread trim size is 16" wide × 10.875" tall.

\*\* We recommend keeping live matter 1/4" from trim: head, foot, and sides. Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

## GRAPHIC AD SIZES GUIDE



## FILE SPECIFICATIONS

1. Ad files must be in Macintosh format, created in QuarkXPress (version 4.0 or higher), Adobe InDesign (version 2.0 or higher), Adobe Illustrator (version 8.0 or higher), or Adobe Photoshop (version 6.0 or higher). *New England Home* also accepts ads in PDF format; PDF files should conform to Adobe Distiller's Press Quality settings.

**Please bear in mind that PDF is not an editable file format, so *New England Home* will not be able to make changes to your ad or fix any problems if you supply it in PDF format.** If you have questions about creating a suitable PDF file, please call ad production at (617) 938-3991, ext. 711.

*Note: Type created in a pixelated format such as Photoshop can look jagged or fuzzy. We recommend that all ad type be created in QuarkXPress, InDesign, or Illustrator.*

2. Follow the ad sizing guidelines listed on page 2. Allow for bleeds and gutter crossovers if applicable (2-page spread and full-page ads only).

3. Ad files must be accompanied by all placed and nested images and fonts—including all fonts used in Illustrator EPS files. Type 1 or Open Type (.otf) fonts are preferred; remember to send both screen and printer versions of Type 1 fonts. Please avoid TrueType fonts.

4. For the best print quality, all pixelated images must be a minimum of 300ppi (dpi) at final size.

*Note: You cannot resample a file larger than its original size to increase the resolution. Also, images taken from the Web will rarely have a resolution high enough for good print reproduction.*

5. Images must be saved in TIFF or EPS format, in B&W (bitmap), grayscale, or CMYK color mode. This includes all images placed or embedded in other files.

6. Files should not be saved with transfer functions or screening options checked. Do not build trapping into your files.

7. If your ad includes large black areas, please use a four-color black (40% cyan, 20% magenta, 20% yellow, 100% black) for better printability.

8. *New England Home* is able to resize an ad, make any necessary type changes, and/or replace photographs within an ad if the ad has been submitted in an editable format. Contact ad production at (617) 938-3991, ext. 711 for details.

## SENDING FILES & PROOFS

1. Ad files can be sent on CD or DVD, and must be accompanied by a color proof. Files can also be sent via FTP or email—see page 5 for a helpful instruction sheet. Files submitted electronically must be compressed into a single .SIT, .SEA, .HQX, or .ZIP archive. Please do not email files larger than 10 MB.

2. For all ads *New England Home* requires a color proof that is matchable on press, such as Kodak Approval, Fuji FinalProof, KPG Matchprint Digital Halftone, DuPont Waterproof Thermal, Latran Prediction/PolaProof, or Creo Iris Proof. *New England Home* does not accept liability for print quality unless a matchable proof is supplied.

3. All advertising materials should be shipped securely packed and identified as to issue(s) of insertion, advertiser, designer or agency, and special instructions if any. Materials received for insertion cannot be released until after publication of the first issue in which the ad appears. All materials will be kept on hand by the publisher for a minimum of one full year following the original date of insertion and then destroyed, unless their return is requested by the advertiser, designer, or agency.

**See page 4 for submission address.**

## FTP AND EMAIL INSTRUCTIONS

### FTP

You can upload your *New England Home* ad files electronically via FTP (File Transfer Protocol).

1. Please be sure your files are named with no spaces (use underscores) or special characters. Keep file names to 32 characters and do not use \, /, \*, ?, <, >, |, {, }, [, ], +, =, --, \$, %, ^, \$, #, @, ! or ~. **Include the advertiser's name in the file names, so it will be clear whose ad the files belong to.**

2. Put your collected files into a single folder and compress the folder into a .SIT, .SEA, .HGX, or .ZIP archive using a compression application such as Stuffit (www.stuffit.com) or WinZip (www.winzip.com). **Do not FTP loose, uncompressed files; they will be lost or corrupted in transit.**

3. Using an FTP transfer program such as Vicom (www.ftpcient.com), Fetch (www.fetchsoftworks.com), Transmit (www.panic.com), or CuteFTP (www.cuteftp.com), go to our host FTP site and enter this information:

**Host:** ftp.treb.com  
**User ID:** neclient  
**Password:** client01

Once connected, you will find several folders. Open the "Advertising" folder and then upload your file.

*Important: Once your file has been fully uploaded, please advise our Production Department (production@nehomemag.com) of your delivery and forward your color contract proof to:*

**New England Home**  
**Attn: Advertising Production**  
**530 Harrison Avenue, Suite 302**  
**Boston, MA 02118**

### EMAIL

Some relatively small files (such as PDFs) can be sent successfully via email.

Put your collected files into a single folder. We recommend compressing the folder into a .SIT, .SEA, .HGX, or .ZIP archive using a compression application such as Stuffit (www.stuffit.com) or WinZip (www.winzip.com).

**Please do not email multiple individual files; they are likely to be lost or corrupted in transit.**

If the total size of your files is greater than 10 MB, please do not email them; send via FTP or on disk instead.

**Email files to production@nehomemag.com.**

*Important: Once your files have been emailed, please advise New England Home of your delivery and forward your color contract proof to the submission address listed above.*

