

Submission Guidelines

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 electronic media and/or composite film were created in order to maintain a quick turnaround time.

PAGE LAYOUT SOFTWARE:

- **QuarkXPress** 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.
- Quark EPS files cannot be accepted.
- **Acrobat PDF files are not recommended.**

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 should be saved in Photoshop composite EPS format; no DCS (desktop color separations).

150-line screen.

Color signatures are separated by the flat for general or mid-range densities.

SUBMISSION OF COMPOSITE FILM:

- Must meet ad size and specifications at 100%.
- 4-color process only (CMYK).
- 150-line screen maximum offset negatives, right reading, emulsion side down.
- Must supply a color proof.

DIGEST SIZE:

Trim Size	5 7/16" x 8 1/2"
Non Bleed	Live Copy Area
Full Page	354 x 552 Points 4 7/8" x 7 5/8"
1/2 Horizontal	354 x 273 Points 4 7/8" x 3 3/4"
2 Page Spread	753 x 552 Points 10 5/16" x 7 5/8"
Bleed Size	
Full Page	5 9/16" x 8 1/2"
2 Page Spread	11 1/8" x 8 1/2"

FONTS:

- All fonts used must be submitted with job.
- Macintosh Type 1 PostScript only (no True Type or Multiple Master fonts).
 - Submit all printer fonts inside a "fonts" folder and submit all screen fonts in a suitcase and enclose suitcase inside the "fonts" folder.

PROOF:

- Hard copy must be printed at 100% and accurately reflect contents of the electronic files.
- Color ads must be accompanied by color proofs.

For More Information Contact: Reid Publications, Inc.

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