

# AD SIZING & SPECIFICATIONS



## MECHANICAL REQUIREMENTS

Ads should be submitted on disk (CD/DVD-R media preferred) along with a hardcopy. Include all fonts and high-res images. All publications created in QuarkXPress and Adobe InDesign CS. If creating ads in programs other than the ones listed, save them in a high-resolution format that can be placed easily in a page layout program [PDF (preferred), EPS and TIFF] and include original files and supporting materials. PDF files must have fonts embedded. All color graphics should be in CMYK. We adhere to SWOP specifications. All halftone images should be at 133 linescreen 300 dpi. All line art graphics should be at 1200 dpi. No truetype fonts. Ads may be emailed to your account executive or uploaded to our FTP site. Please notify your account executive to receive the site address, username and password. Please limit to PDF files and FTP information. Faxed/mailed hard copies still recommended to ensure accuracy.

## LAYOUT ASSISTANCE

Layout assistance is available from HBAL at the rate of \$90 per hour. A non-binding rough estimate may be provided upon request as well as timerecords for layout provided upon request of client.

**SIZING** \* Keep all live material minimum of .25" from trim on full bleed ads or follow "w/o Bleed" guidelines for content.

### Home Design & Living; Home Garden & Remodeling Show Guide; Homearama; Relocation Guide; and Tour of Remodeled Homes Book

Binding: Saddle Stitch Trim Size: 8.375" x 10.875"

#### Louisville Builder

Binding: Saddle Stitch Trim Size: 8.5" x 11" (3.5" x 2" "Business Card" size. No 1/6 page.)

Home Design & Living,  
Homearama, Relocation Guide,  
& Tour of Remodeled Homes  
Full Page with Bleed  
8.625 x 11.125

Louisville Builder  
Full Page with Bleed  
8.75 x 11.25

All Full Page w/o Bleed  
7.5 x 10

2/3 Page  
4.875 x 10

1/2 Page  
7.5 x 4.875

1/3 Page  
Vertical  
2.375 x 10

1/3 Page  
Square  
4.875 x 4.875

1/4 Page  
3.625 x 4.875

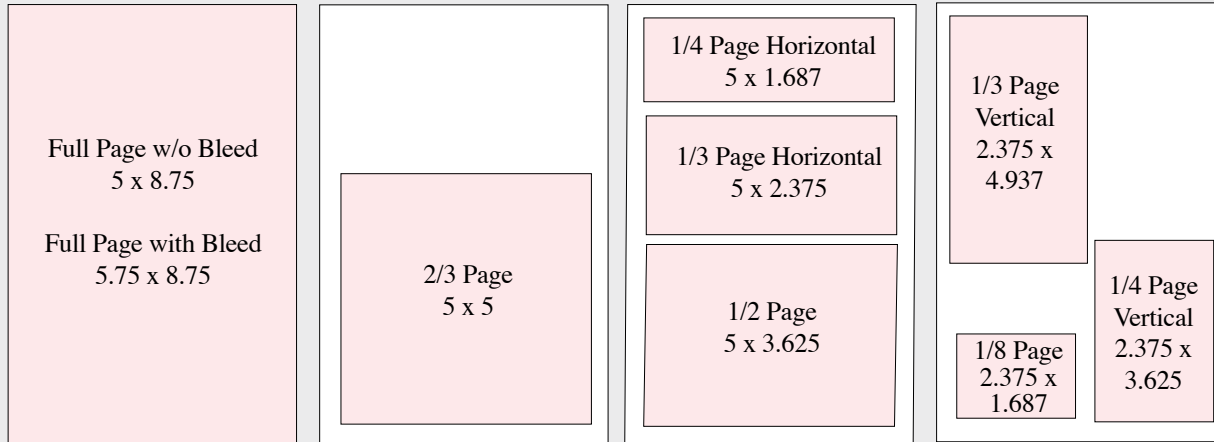
1/6 Page  
2.375 x  
4.875

Sizing continued on next page.

**SIZING CONT.**

**Member Directory**

Binding: 3-hole Binder Trim Size: 5.5" x 8.5" *Tabbed pages do not bleed. All ads on tabs must be "Full Page w/o Bleed."*



**Specifications for Tile Ads** all ads .jpg format @ 72 dpi

**HBAL Happenings** - 600x100 Banner; 150x100 Tile Ad

**HBAL.com** - 550 x 68 Top Banner; 221 x 81 Tile Ad

**LouisvilleHomeShow.com** - 728 x 90 Top Rotating Banner

221 x 122 Tile ad; 168 x 175 Tile Ad (Home Page Only)

**Homearama.com** - 550 x 68 Top Banner; 221 x 81 Tile Ad

