

AD SPECIFICATIONS

This information is being provided to help expedite the prepress handling and final production of your digitally-supplied ad. Effective 01/01/03 – My New Home Guide has implemented a PostScript Level 3 workflow. However, due to the limitations of some RIPs and other prepress issues, please DO NOT send MAC OS X files or Open Type. Create a PressOptimized PDF or a flattened eps file.

FILE FORMAT:

PREFERRED APPLICATIONS:

Adobe InDesign CS
QuarkXPress 6
Adobe Illustrator CS
Adobe PhotoShop CS

ACCEPTED APPLICATIONS:

Publisher
Corel Draw
Macromedia Freehand
Adobe Acrobat Distiller PDFs

* If transparency is used, turn on "clip complex regions."
DO NOT turn on "Simulate Overprints" option in
Advanced settings.

AD SIZES:

REFERENCE TO ATTACHED SHEET

WITH GIFT CERTIFICATE:

Create ad this size - 6.5"w x 5.875"h

We will create the gift certificate portion of your ad.

NO GIFT CERTIFICATE:

Create ad this size - 6.5"w x 8"h

Ad is full page.

COLOR:

ALL colors must be in **CMYK** (NO RGB) mode,
process separation on. **DO NOT** embed any
color profiles.

IMAGES:

RESOLUTION - 300 DPI AT 100%

CONTINUOUS TONE OR GRAYSCALE:

min 300 dpi

BITMAPPED:

min 600 dpi -max 1200 dpi

EPS, TIFF or JPG format (native AL & PS files
accepted with InDesign), NO LZW.

FONTS:

Type 1 Postscript fonts (*supply screen and printer fonts*)

- DO NOT bold, italicize, shadow, outline or underline
type in the styles toolbox or floating palette.

Use the actual font or create it in an illustration program
and create outlines.

- 5 pt. type minimum and NO auto leading.

The following is a list of things that WILL NOT pass:

1. **NO files created in the following applications -**
 - Multi-Ad Creator (unless exported as an eps)
 - Microsoft Word or Word Perfect
 - PowerPoint
 - Excel
2. **NO low resolution images. All images must be**
CONTINUOUS TONE OR GRAYSCALE:
min 300 dpi
BITMAPPED:
min 600 dpi -max 1200 dpi
3. **NO True Type (unless embedded in a PDF).**
4. **NO styles applied to type in your application menu.**
5. **NO images "flipped" or "flopped" using buttons.**
6. **NO images in the following formats:**
PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG,
TARGA, IFF, PIXAR, WPX or Metafiles
7. **NO Spot colors, Pantone, or RGB color modes.**
8. **We Do Not accept supplied film.**
9. **We do not accept images off websites.**
Most pictures or graphics off websites are
LOW RESOLUTION please **DO NOT** send them.

DIGITAL CAMERAS:

When taking pictures with a digital camera,
please set it on the largest setting so that it
takes the biggest picture.

Also, please turn off the date/time stamp.

TO SUBMIT FILES:

Log on to www.mynewhomeguide.com
Follow instructions accordingly.

OR: We also accept Jaz and Zip disks.