

# HOMES & LAND

OF THE PHOENIX EAST VALLEY®

Produced with pride by: Concept to Print Inc.  
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## AD AGENCY TOOL KIT

Homes & Land Magazine is the nation's leading community real estate magazine, appearing in over 15,000 communities across America. We are excited that your client has chosen Homes & Land magazine as their source of advertising. We have developed a unique system which allows us to process thousands of pages weekly.

The following guidelines for submitting electronic media and/or composite film were created in order to maintain a quick turnaround time for our advertisers.

### Platform

- Mac files are required for the Homes & Land production system. (IBM format can not be accepted.)

### Media

- Your files must be sent to Concept to Print. We can accept CD-ROM, DVD-RAM.

### File Formats

\* We prefer High Resolution PDF format for submitted files - make sure all fonts are embedded, photos are CMYK and resolution of 300dpi. We also accept EPS, TIF & QuarkXPress files

**(We CANNOT accept Publisher or Pagemaker Files)**

### Page Layout Software

- Save your layout as QuarkXPress
- Set the following preferences:
  - Measurements: Inches
  - Frames: Inside
- Do not use add-on Quark Xtensions.
- Do not apply menu styles to fonts

### Fonts

- Postscript fonts only, No Truetype fonts
- Submit all screen & printer fonts inside a "fonts" folder.

### Document Size

- HOMES & LAND – 8.375" wide by 10.875" tall
- NEW HOMES Section – 8.125" wide by 10.875" tall
- PULL-OUT MAP Section – 8.125" wide by 10.25" tall

### Document Size w/Bleed

- HOMES & LAND – 8.625" wide by 11.121" tall
- NEW HOMES Section – 8.375" wide by 11.121" tall
- PULL-OUT MAP Section – 8.376" wide by 10.502" tall

### Colors

- Colors in all files must be CMYK values and must be set for process separation. No Pantone colors

### Art/Logos File Format

- EPS format, or TIFF format
- All text must be converted to outlines
- Maximum scan resolution is 300 dpi
- QuarkXPress EPS files cannot be accepted

### Photo Scans

- Save color photos in CMYK mode, black-and-white photos in grayscale
- Photos should be scanned and placed in position on page
- All photo file names should end with .tif (i.e., house.tif)
- Crop to finished dimensions prior to placing in page and save at no more than 300 dpi
- Save silhouettes in EPS file format, all other photo files in TIFF format
- No desktop color separations'

### File Size

- Completed ad (including accompanying art & scans) should not exceed 50MB
- Larger files (50+MB) may cause a production and shipping delay

### Proof

- Provide laser proof for each ad

