

**Finished ad submission deadline is Friday, March 22, 2019**

**Ad Specifications**

The program will be a square format (trim size: 8.75" x 8.75"). The program will print full color.

- Full page ads: 8.75" x 8.75" · Full page ads with bleed: 9" x 9"
- Half Page Vertical ad: 3.7708"w x 7.625"h · Half Page Horizontal ad: 7.75"w x 3.7084"h
- Quarter Page ad: 3.7708"w x 3.7084"h · Please see next page for illustration of ad sizes.

***When submitting files for the program, please follow the following guidelines:***

**File Formats:**

- PDF files - High resolution (minimum 300 dpi). print ready pdf files are preferred. Make sure all fonts are embedded and all colors are CMYK mode.
- Native file formats (Macintosh only): Adobe InDesign (Cs3 or earlier); QuarkSPress (version 7.0 or earlier) and Adobe Photoshop. If providing native files please remember to include all images and fonts. For best results, fonts should be outlined or flattened (if using Photoshop).
- Submission can be by disk (address below), by uploading to our ftp site (instructions below), by uploading to your ftp site (please send instructions to contact named below), or by commercial ftp service such as USendIt.

**Print specs:**

- All images must be a minimum resolution of 300 dpi at 100% print size. Total ink density should not exceed 280%.

Any other questions, concerns or instructions regarding ads,  
please contact Lee Offenhauer  
Cell: 949-735-1815 · e-mail: nhshometourads@gmail.com

**Ad Design and Layout:** Please note the following charges for creating your ad artwork.

- \$125 per ad, regardless of size. This includes 2 revisions. Further revisions, and extensive photo manipulation: \$80 per hour
- Stock images: \$50 each
- We can scan in your original photographs or transparencies. (Please no photocopies or ink-jet prints.) They will be returned to you in the same quality in which they were received. We will design your ad to your specifications.

For Ad Design and Layout Please Contact:  
Don Hall: don@hooverprinting.com 949-642-3710