

Ad Specifications

The Look Book will be a standard letter-size format (**trim size: 8.5"wide x 11" high**).

Important Note: Because this program is a different size than previous versions, ads from previous programs cannot be used for this one. If you wish to use a previous ad it will need to be reformatted to conform to the size and shape of the current book.

The Look Book will print full color.

Ad sizes are as follows:

- Full page ad with no bleed: **7.188"w x 9.625"h**
- Full page ads with bleed: **8.75"w x 11.25"h**
- Half Page Vertical ad: **3.468"w x 9.625"h**
- Half Page Horizontal ad: **7.188"w x 4.687"h**
- Quarter Page ad: **3.468"w x 4.687"h**

***When submitting finished ad files for the Look Book,
please follow these guidelines:***

File Formats:

PDF, JPG, TIFF, EPS or PSD files will be accepted - High resolution (minimum 300 dpi at 100%), all colors CMYK mode, fonts should be embedded (pdfs), outlined (eps) or files flattened (photoshop, jpg). Print ready PDF files are preferred. **No native files will be accepted.**

Submission can be via email attachment to **nhhshometourads@gmail.com** or links to Dropbox, Hightail, WeTransfer sites etc. can also be emailed to that address.

Any questions or concerns, please contact Lee Offenhauer:
nhhshometourads@gmail.com or **949-735-1815**

Deadline for submission of completed ads is Friday, March 12, 2021

Need Help with Ad Design and Layout?

For Ad Design and Layout please contact Lee Offenhauer directly:
nhhshometourads@gmail.com or **949-735-1815**

Pricing for Ad creation:

\$125 per ad, regardless of size; includes 2 revisions. Further revisions, and extensive photo manipulation: \$80 per hour; Stock images: \$50 each.

All materials for ad design must be submitted by March 1, 2021