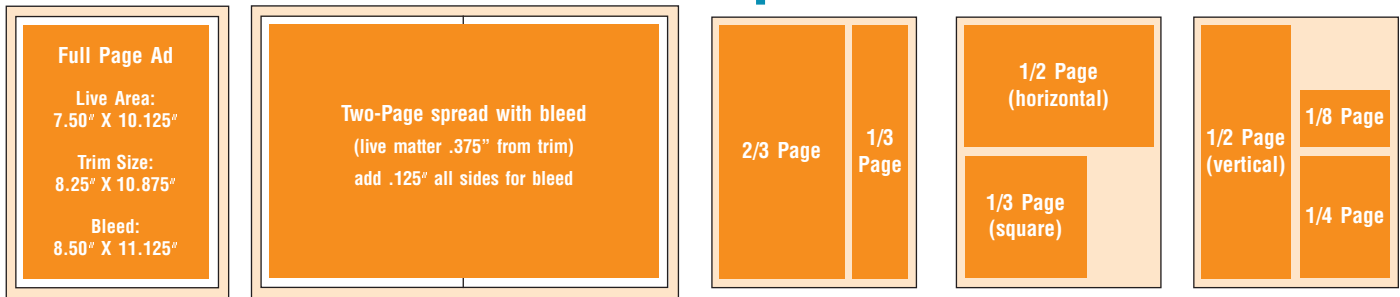


# 2012 Print Ad Material Requirements



## Shipping Instructions

- FTP Website upload:**  
 www.hearthandhome.com  
 Click tab "Send Your Ad" then follow instructions.
- E-mail**  
 production@villagewest.com  
 Maximum file accepted is 15 meg
- FedEx, UPS, Airborne:**  
 Attention: Dianne Amand  
 Village West Publishing  
 25 Country Club Road, Suite 403  
 Gilford, NH 03249
- U.S. Mail:**  
 Attention: Dianne Amand  
 Village West Publishing  
 PO Box 1288, Laconia, NH 03247

## Bleed Ads

For full-page ads and two-page spreads keep important elements such as type a minimum of .375" away from the trim. Then add .125" all around for bleed. This is to ensure nothing is trimmed off that is important to the integrity of the design.

## Print Ready Requirements

Every ad submitted must include the following:

- Hard Copy/Proof:** Supply high-quality SWOP (Specifications for Web Offset Publications) approved proof. Village West Publishing is not responsible for any color inaccuracies when a SWOP approved proof is not provided.
- PDF/x1a files.
- Notation of issue(s) in which ad material will be used.
- Point of contact for any questions pertaining to the ad material received.

## Ad Sizes in decimals

Trim size	8.25" X 10.875"
Full Page (live matter .375" from trim)	7.5" X 10.125"
Full Page with bleed (live matter .375" from trim)	8.50" X 11.125"
Two-Page spread (live matter .375" from trim)	16.50" X 10.875"
Two-Page spread with bleed (live matter .375" from trim)	16.75" X 11.125"
2/3 Page	4.50" X 9.75"
1/2 Page Vertical	3.375" X 9.75"
1/2 Page Horizontal	7" X 4.75"
1/3 Page Vertical	2.125" X 9.75"
1/3 Page Square	4.50" X 4.75"
1/4 Page	3.375" x 4.75"
1/8 Page	3.375" x 2.25"
Classified Ads	2.2" Column Width, (2" Live Area)

## Matching Colors

Hearth & Home magazine is printed with process colors (combination of cyan, magenta, yellow and black ink). Any PMS or RGB used will be converted, resulting in a color shift. To ensure that the color is correct, it is recommended that you convert the PMS or RGB to CMYK. For Metallic Ink: Contact publisher for rates.

## Layout

Ad should be created at 100 percent. This should correspond to sizes above.

## File Format

Hearth & Home magazine is produced 100 percent computer-to-plate at 150 line screen/300 dpi.

PDF/X1a files are the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files (print-ready, high-resolution with embedded fonts and graphics) to ensure that they will reproduce correctly. Please do not put crop marks within bleed area of digital file. Printer is not responsible if they print.

Publisher is not responsible for errors due to improper file preparation.

## Items to Check for...

- All fonts are supplied or embedded
- No Pantone or RGB colors
- Images are Hi-Res (300 dpi)

## Production Charges

Work provided by Village West Publishing will be billed at \$100 per hour.

## Special Projects & Inserts

Call for quotes and specifications. Samples of inserts should be submitted to the publisher before printing to ensure proper specifications.

## Production Questions?

Contact: Dianne Amand 1-800-258-3772  
 E-mail: production@villagewest.com

## Material Deadline

ISSUE	MATERIAL
January	11/30/11
February	12/30/11
March	1/27/12
April	2/29/12
May	3/30/12
June	4/30/12
July	5/31/12
August	6/29/12
September	7/31/12
October	8/31/12
November	9/28/12
December	10/31/12