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**ELECTRONIC GUIDELINES**

Advertisers will be charged for all work required to convert supplied advertising materials to publisher's requirements. For complete technical specifications, contact the publisher.

**SOFTWARE**

We use QuarkXpress for Macintosh. In general, most formats supported by the Macintosh are acceptable: EPS (encapsulated Postscript®), TIFF (tagged image file format), or Scitex CT (continuous tone).

**Preferred**

- Photoshop Save as TIFF in Macintosh byte order, without LZW compression, or as an EPS. See "Scans" below. Save any layered images as PSD (Photoshop Document) unflattened, for image edits.
- Illustrator Send original file and file with type converted to outlines with transparency flattened. Save as EPS, 8-bit Mac preview, **version 10.0 or 8.0 or below (version 9.0 not accepted)**.

**Acceptable**

- QuarkXpress QuarkXpress 4.0, 5.0 & 6.0  
Include all linked image files and fonts.  
Please use the "Collect for Output" command on the file menu (note that this does not collect fonts). Include all fonts.
- PDF/X-1a compliant [http://www.thelogandtimberhomeauthority.com/pdfs/complete\\_pdf\\_prep.pdf](http://www.thelogandtimberhomeauthority.com/pdfs/complete_pdf_prep.pdf)
- InDesign InDesign 2.0, CS and CS2

**Not Accepted**

PageMaker, CorelDraw, Freehand, MS Word and MS Publisher.

PC files may be submitted, however it is highly recommended that a phone call be made to the Production Manager to discuss compatibility before a PC file is submitted. Also, Macintosh fonts will have to be substituted in a PC file (see section on fonts).

**FONTS**

- Supply all fonts used in Quark documents. Any font substitutions done by us may be charged back to agency/client.
- Ads submitted using Illustrator should have fonts converted to outlines, paths, or curves to eliminate the need for supplying or substituting fonts.
- We and our printer support the Adobe® type library.
- Use only Postscript® fonts. TrueType® and Multiple Master fonts are unacceptable. If either are supplied with an ad, we will substitute Adobe® Postscript® fonts.
- Keyboard type styles (i.e. ⌘ B or control B for bold type) should not be used. Please use the correct Postscript® equivalent for that font for the style you are trying to achieve (i.e. bold type for Minion is Minion Bold)
- PC fonts will have to be substituted with similar Macintosh fonts.

**SCANS**

- We prefer all scanned images to be compatible with Photoshop.
- Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large hi-resolution files.
- 4/C images should be scanned at 300 dpi as CMYK, not RGB, and the high-resolution image should be imported directly into the document. Please note that in the case of a low-resolution "FPO" (for position only) image, you will incur a charge to have us scan and place the high-resolution image. Save as an EPS or TIFF, not JPEG (joint photographic experts group).
- Black and white photos should be scanned at 300 dpi as grayscale. Ideally the shadow dot should not exceed 93%; a dot under 3% will drop to white. Save as an EPS or TIFF, not JPEG.
- Any scans done by us for "agency supplied" ads or conversions from RGB to CMYK may be charged back to the agency/client.

**AD FORMATS (2-, 3-, AND 4-COLOR, BLACK AND WHITE LINE ART AND HALFTONE)**

- All color ads must be produced in a CMYK format. Pantone® and RGB colors not accepted.
- Any grayscale colors (halftones) must be displayed in percentages of black.

**AD IMAGE/ART SPECIFICATIONS (2-, 3-, AND 4-COLOR, BLACK AND WHITE LINE ART AND HALFTONE)**

- Two, three and four-color images must be in a CMYK format, resolution 300 dpi and saved as EPS file format.
- Black and white image resolution 300 dpi and saved as EPS file format. Pantone® and RGB colors not accepted.
- Black and white line art should be in bit-mapped format, 1200 dpi and saved in a TIFF file format. Halftones are in grayscale format, 300 dpi, saved as EPS file format.

(Any cut-out/silhouetted image that needs to be placed must be saved as an EPS with the clipping path saved in the file.)

**WHAT TO SEND**

- The most recent hard-copy printout of the ad, specifying which software program was used in creation of your ad (e.g. QuarkXpress/Mac).
- A high-quality color proof such as a Kodak Approval® must be supplied with all color ads.
- Publisher is not responsible for the outcome of any digitally supplied ad received without an appropriate color or black and white proof. Publisher will, however, create one and bill the customer.

- *If created in Quark:*

QuarkXpress file and all linked image files and fonts.

- *If created in Photoshop:*

Flattened ad in EPS or TIFF file format and original layered Photoshop file.

- *If created in Illustrator:*

Illustrator file with type converted to outlines or paths and images embedded.

Save as EPS, 8-bit Mac preview, version 10.0 or 8.0 or below (version 9.0 not accepted).

**REMOVABLE STORAGE MEDIA**

- CD (600-700 MB)
- DVD (4.7 GB)

**ELECTRONIC TRANSMISSION**

- Images must be 300 dpi EPS or TIFF files. Line art must be 1200 dpi, bitmapped, saved as a TIFF file format.
- To ensure your files do not become corrupt while sending, use compression software such as Stuffit, ZipIt or WinZip to compress your files. Compress all files (graphics, fonts, etc.) into a single file.
- Please do not compress files using JPEG or GIF (Graphic Image Format) formats or send files via e-mail.
- FTP is available. Please notify us if you will be sending files via FTP.

PC users please access the following URL for drag and drop file transfer:

ftp.east.perryjudds.com

User Name: hbp

Password: XzW7MgC

Instructions: Click on **to-hbp** link, then click on **advertisers** link and place file(s) in this directory.

Mac users please use Fetch. Create a new bookmark with the following information:

Name: HBP FTP

Type: unknown

Host: ftp.east.perryjudds.com

User Id: hbp

Password: XzW7MgC

Directory: to-hbp/advertisers

• A proof must be supplied when an ad is sent to the FTP site. For color ads, a digital color proof must be supplied. (Kodak Approval® preferred) or Publisher will create one and bill the customer. PDF proofs are acceptable for content proofing only.

- **PC user** once you have logged in you are now ready to drag and drop your file directly into the browser window. Once you have done this you should see a typical file copying menu appear.
- **Mac user** once you have logged onto the site through Fetch. Click on the "Put" button to be able to search your computer and find the file you wish to transfer. Once you select it and click "Okay" you will be given the option of how you want to send the file. Choose binhex. There is a progress area in the shape of a circle shape that shows the files transfer progress. Once the circle is completely filled the file is finished transferring.
- Once the file is uploaded please email Marcia Doble at mdoble@homebuyerpubs.com with the file name(s) and let her know that the file is now on our server.

**MISCELLANEOUS**

- Tints and color type in a four-color advertisement must be produced in a CMYK equivalent. If using QuarkXpress, be sure to click on the "Process Separation" box in the "Edit Colors" dialog box for all colors used in a four-color ad, including those from imported images.
- CDs and DVDs are not returned.

**VIRUS PROTECTION**

- There has been a significant increase in MAC viruses. Please scan all disks and files for viruses.
- We will notify you for a disk replacement if a virus is detected.

**LOG HOME**  
LIVING®

**Mechanical Requirements**

Trim Size .....	8 1/4" x 10 1/2" .....	8.25" x 10.5"
One Page (bleed) .....	8 1/2" x 10 3/4" .....	8.5" x 10.75"
Two Pages (bleed) .....	16 3/4" x 10 3/4" .....	16.75" x 10.75"
Loss of Visibility .....	1/4" from final trim.....	.25"

**Space Units**

Full Page .....	7 1/8" x 9 3/8" .....	7.125" x 9.375"
Full Page (bleed).....	8 1/2" x 10 3/4" .....	8.5" x 10.75"
Spread 2 Page (bleed) .....	16 3/4" x 10 3/4" .....	16.75" x 10.75"
2/3 Page Vertical (2 col.) .....	4 11/16" x 9 3/8" .....	4.687" x 9.375"
2/3 Page Vertical (bleed, 2 col.) .....	5 5/16" x 10 3/4" .....	5.312" x 10.75"
1/2 Page Horizontal (3 col.) .....	7 1/8" x 4 9/16" .....	7.125" x 4.562"
1/2 Page Horizontal (bleed, 3 col.) .....	8 1/2" x 5 5/16" .....	8.5" x 5.312"
1/2 Page Vertical (2 col.) .....	4 11/16" x 6 15/16" .....	4.687" x 6.937"
1/3 Page Vertical (1 col.) .....	2 1/4" x 9 3/8" .....	2.25" x 9.375"
1/3 Page Square (2 col.) .....	4 11/16" x 4 9/16" .....	4.687" x 4.562"
1/6 Page Horizontal (2 col.) .....	4 11/16" x 2 3/16" .....	4.687" x 2.187"
1/6 Page Vertical (1 col.) .....	2 1/4" x 4 9/16" .....	2.25" x 4.562"

Please note: Full-page and half-page ads running in the Regional Section or Furniture and Decor Gallery are non-bleed only.

Marcia Doble, Production Director  
mdoble@homebuyerpubs.com  
703-227-5267

**LOG HOME**  
DESIGN

**Mechanical Requirements**

Trim Size .....	8 1/4" x 10 1/2" .....	8.25" x 10.5"
One Page (bleed) .....	8 1/2" x 10 3/4" .....	8.5" x 10.75"
Two Pages (bleed) .....	16 3/4" x 10 3/4" .....	16.75" x 10.75"
Loss of Visibility .....	1/4" from final trim.....	.25"

**Space Units**

Full Page .....	7 1/8" x 9 3/8" .....	7.125" x 9.375"
Full Page (bleed).....	8 1/2" x 10 3/4" .....	8.5" x 10.75"
Spread 2 Page (bleed) .....	16 3/4" x 10 3/4" .....	16.75" x 10.75"
1/2 Page Horizontal (3 col.) .....	7 1/8" x 4 9/16" .....	7.125" x 4.562"
1/2 Page Horizontal (bleed, 3 col.) .....	8 1/2" x 5 5/16" .....	8.5" x 5.312"
1/2 Page Vertical (2 col.) .....	4 11/16" x 6 15/16" .....	4.687" x 6.937"
1/3 Page Vertical (1 col.) .....	2 1/4" x 9 3/8" .....	2.25" x 9.375"
1/3 Page Square (2 col.) .....	4 11/16" x 4 9/16" .....	4.687" x 4.562"
1/6 Page Vertical (1 col.)* .....	4 11/16" x 4 9/16" .....	4.687" x 4.562"
1/4 Page Vertical (2 col.) .....	3 7/16" x 4 9/16" .....	3.437" x 4.562"

Marcia Doble, Production Director  
mdoble@homebuyerpubs.com  
703-227-5267

\* Only available in Log Home Communities advertising section

**TIMBER HOME**  
LIVING

**Mechanical Requirements**

Trim Size .....	8 5/8" x 10 7/8" .....	8.625" x 10.875"
One Page (bleed) .....	8 7/8" x 11 1/8" .....	8.875" x 11.125"
Two Pages (bleed).....	8 7/8" x 17 1/2" .....	8.875" x 17.5"
Loss of Visibility .....	1/4" from final trim.....	.25"

**Space Units**

Full Page .....	7 1/2" x 9 11/16" .....	7.5" x 9.6875"
Full Page (bleed).....	8 7/8" x 11 1/8" .....	8.875" x 11.125"
Spread 2 Page (bleed).....	8 7/8" x 17 1/2" .....	8.875" x 17.5"
2/3 Page Vertical (2 col.) .....	4 15/16" x 9 11/16" .....	4.937" x 9.687"
2/3 Page Vertical (bleed, 2 col.) .....	5 5/8" x 11 1/8" .....	5.625" x 11.125"
1/2 Page Horizontal (3 col.) .....	7 1/2" x 4 11/16" .....	7.5" x 4.687"
1/2 Page Horizontal (bleed, 3 col.).....	8 7/8" x 5 7/16" .....	8.875" x 5.437"
1/2 Page Vertical (2 col.) .....	4 15/16" x 7 1/8" .....	4.937" x 7.125"
1/3 Page Vertical (1 col.) .....	2 3/8" x 9 11/16" .....	2.375" x 9.687"
1/3 Page Square (2 col.) .....	4 15/16" x 4 11/16" .....	4.937" x 4.687"
1/4 Page * .....	3 5/8" x 4 11/16" .....	3.625" x 4.687"
1/6 Page Horizontal (2 col.) .....	4 15/16" x 2 5/16" .....	4.937" x 2.312"
1/6 Page Vertical (1 col.) .....	2 3/8" x 4 11/16" .....	2.375" x 4.687"
1/12 Page Square (1 col.) .....	2 3/8" x 2 1/4" .....	2.375" x 2.25"

Marcia Doble, Production Director  
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\* Only available in Design Folio advertising section