

# HOMEWORLD®

BUSINESS

HWB specs  
PUBLICATION TRIM SIZE:  
10 7/8" x 13 1/4"

## AD SIZES

**LIVE AREA: Keep live matter 1/2" away from all bleed edges.**

**Tabloid** - Live area . . . . . 9 1/2" x 12 1/2"

Tab Page - Full Bleed . . . . . 11 1/8" x 13 1/2"

Tab Page - Trim . . . . . 10 7/8" x 13 1/4"

**Junior Vertical** - Live area . . . . . 7" x 10"

Vertical Junior - Bleed . . . . . 8 5/8" x 10 3/4"

Vertical Junior - Trim . . . . . 8 3/8" x 10 1/2"

**Junior Horizontal** - Live area . . . . . 10" x 7"

Horizontal Junior - Bleed . . . . . 11 1/8" x 7 5/8"

Horizontal Junior - Trim . . . . . 10 7/8" x 7 3/8"

**Quarter Vertical** - Non bleed only  
. . . . . 4 7/8" x 6 1/2"

**Quarter Horizontal** - Non bleed only  
. . . . . 7 3/8" x 4 1/2"

**Strip Vertical** - Live area . . . . . 3" x 10"

Strip Vertical - Bleed . . . . . 3 5/8" x 11 1/8"

Strip Vertical - Trim . . . . . 3 3/8" x 10 7/8"

**Strip Horizontal** - Live area . . . . . 10" x 2 5/8"

Strip Horizontal - Bleed . . . . . 11 1/8" x 3 5/8"

Strip Horizontal - Trim . . . . . 10 7/8" x 3 3/8"

### Spreads:

Call the Production Department for specs.

## FILE TRANSFER

**Send all digital ad disks to:**

Attn: Nadine Salogub

HomeWorld Business - ICD Publications

45 Research Way, Suite 106

East Setauket, NY 11733-0854

Phone: (631) 246-9300 ext 238

**To send via E-mail (files less than 10 mb):**

Attn: Nadine Salogub

production@homeworldbusiness.com

**To upload files go to:** <http://ads.icdnet.com>

No ID & password needed.

ICD must be notified once ad has completed uploading.

## ELECTRONIC SPECS

### ACCEPTED MATERIALS:

Native document file and all supporting files -

The original ad layout document, fonts and images accompanied by an Adobe Acrobat/Distiller PDF file.

(PDF format specs can be supplied upon request.)

- All images, backgrounds & copy must be CMYK and at least 300 dpi.
- **Set transparency flattener to at least 300 dpi:** 1200 dpi for Line Art. 300 dpi for Gradients. Set the vector balance to 100% vector.
- **Make sure OPI is turned OFF** when exporting files to PDF.
- Image files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.
- **Save all files and images without ICC profiles.**
- Please include crop marks on all bleed ads.
- Illustration programs (Illustrator, Photoshop, etc.) should not be used to create layout files.
- A valid supplied SWOP color proof that is representative of the ad sent on disk is required.
- Label all documents and digital layout files with *your advertiser's name and issue date*, NOT "HomeWorld Business."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. ICD assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. HomeWorld Business is not responsible for the final outcome of digital files created on PC.

### ACCEPTABLE COLOR PROOFS:

All supplied color proofs MUST meet SWOP specifications.

Publisher is not responsible for color variation on press if ad is not accompanied by the required proof.

### ACCEPTABLE DIGITAL FILE FORMATS:

QuarkXPress 7.0; Adobe Illustrator CS4; Adobe Acrobat Distiller 7.0; Adobe InDesign CS4; Photoshop CS4.

### UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

**PRODUCTION WORK:** If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF.

All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be destroyed.



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