

# HOMEWORLD®

B U S I N E S S

**NEW**  
Size for Nouveau  
Effective  
October 2008

## NOUVEAU AD SPECIFICATIONS

**SUPPLEMENT TRIM SIZE:** 10 7/8" x 15"

**AD SIZE.....Width x Depth**

Trim .....10 7/8" x 15"

Live area .....9 7/8" x 14"

Bleed .....11 1/8" x 15 1/4"

Bleeds four (4) sides - see diagram on 2nd page

**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 CS3; Adobe Acrobat Distiller 7.0; Adobe InDesign CS3; Photoshop CS3.

**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.

## FILE TRANSFER

**To send via E-mail:**

(for 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.*

**Send all digital ad disks to:**

Attn: Nadine Salogub

HomeWorld Business - ICD Publications

45 Research Way, Suite 106

E. Setauket, NY 11733 Ph: (631)246-9300



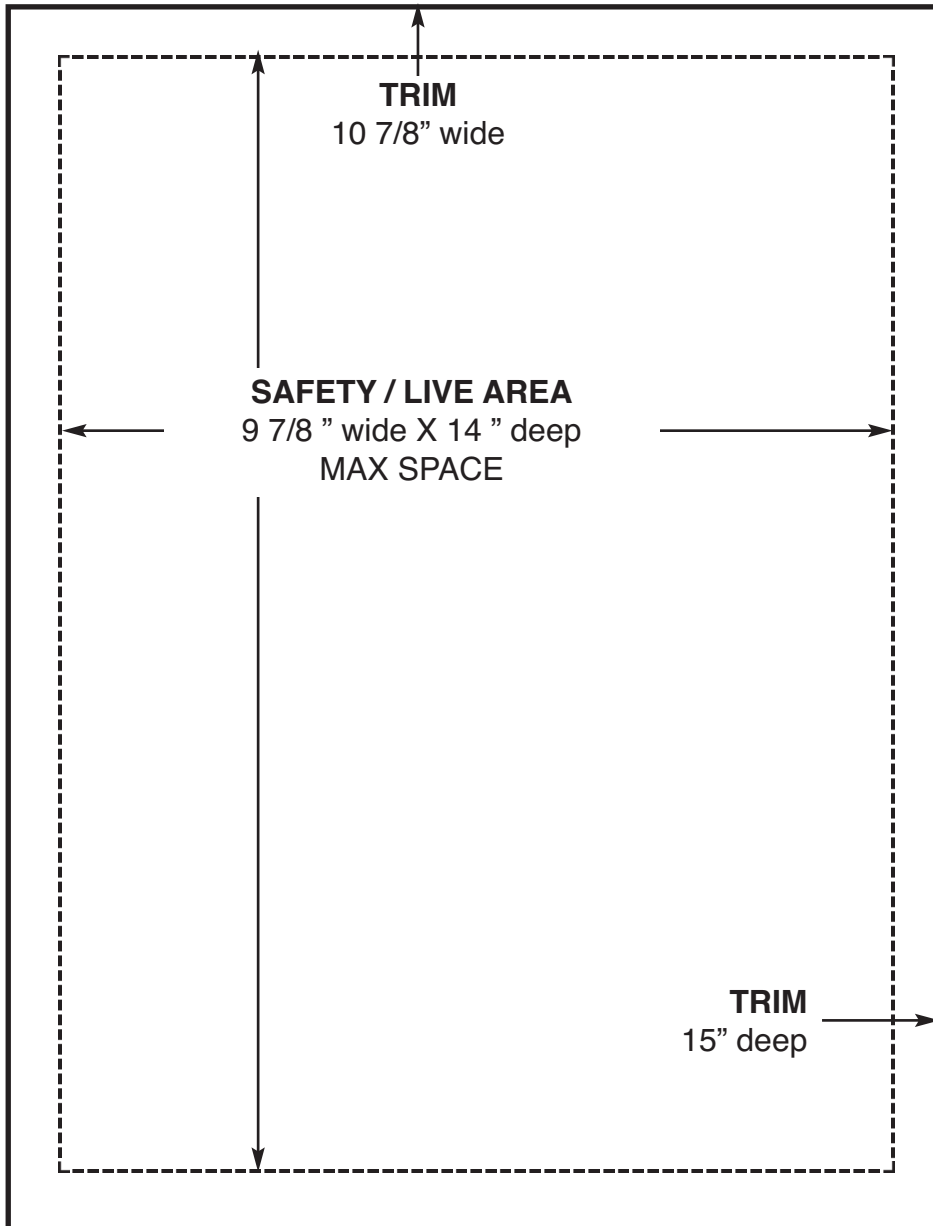
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SUPPLEMENT TRIM SIZE: **10 7/8" x 15"**



All measurements are width X height.

**TRIM SIZE of publication:**  
10 7/8" x 15"

**LIVE AREA of ad:**  
9 7/8" x 14"

**BLEED SIZE:**  
11 1/8" x 15 1/4"  
(Allow 1/8" bleed beyond trim size on all sides.)

**SHIP ALL MATERIALS TO:**  
ICD Publications  
45 Research Way  
Suite 106  
East Setauket, NY 11733

telephone: 631-246-9300  
fax: 631-246-9696

**BLEED**  
11 1/8" x 15 1/4"  
ALLOW 1/8" Left & Right Sides & Bottom & Top

