


# Advertising Specs

MIAMI

Magazine Advertisement Sizes

	without Bleed	with Bleed	Trim	Safety	QuickView
<b>Quarter:</b>	3.625" x 4.75"	n/a	n/a	n/a	
<b>Half - H:</b>	7.5" x 4.75"	n/a	n/a	n/a	
<b>Half - V:</b>	3.625" x 9.75"	n/a	n/a	n/a	
<b>Full:</b>	7.5" x 9.75"	8.5" x 11"	8" x 10.5"	.25" <small>#bleeding</small>	
<b>Spread:</b>	15.5" x 9.75"	16.5" x 11"	16" x 10.5"	.25" <small>#bleeding</small>	
<b>Front Cover:</b>	n/a	8.5" x 11"	8" x 10.5"	.25"	
<b>Back Cover:</b>	n/a	8.5" x 9"	8" x 8.75"	.25"	

Additional Print Product Sizing

	without Bleed	with Bleed	Trim	Safety	Side A	Side B
<b>DAL:</b>	8" x 5"	8.5" x 5.5"	8" x 5"	.25"		
<b>Blow-in (Small):</b>	6" x 4"	6.5" x 4.5"	6" x 4"	.25"		
<b>Blow-in (Large):</b> <i>Trend California</i>	5.75" x 7"	6.25" x 7.5"	5.75" x 7"	.25"		
<b>Blow-in (Large):</b> <i>Trend Texas</i> <i>Trend Florida</i>	5" x 8"	6.5" x 8.5"	5" x 8"	.25"		

General Product Specifications

<b>Final Trim:</b>	8" x 10" (Magazine)
<b>Bleed:</b>	.25" (Print)
<b>Safety:</b>	.25" (Print)
<b>Color Mode:</b>	CMYK (Print) / RGB (Web)
<b>Resolution:</b>	300 dpi - 150 lpi (Print) 72 dpi (Web)
<b>QR Codes:</b>	0.9" x 0.9" (Print)

## Artwork Submission:

Design files can be submitted electronically via email, FTP site (ftp.thehomemag.com) or other digital means. Please contact your Advertising Sales Consultant for access and login information. Submissions can also be made using CDs, DVDs, USB/Flash Drives or any other acceptable form of media capable of transmitting high resolution design files.

All submissions will be reviewed prior to placement and TheHomeMag reserves the right to make adjustments to any designs violating the terms and conditions of the advertising agreement.

## Additional Info

Full page ads and two page spreads can be designed for full bleed. Any full bleed ad including the front and back covers requires a 1/4" bleed.

Quarter page and half page ads **do not** have a full bleed option.

Ads designed to bleed must adhere to the recommended safety margin and keep all text 1/4" from the final trim size.

Front covers are designed by a THM Certified Designer with client provided photos or stock images.

## Software



Our TheHomeMag design teams exclusively use the Adobe Creative Suite of applications comprised of Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Our offices are equipped to handle a wide range of file types but specific versions of software vary by office.

**FREE**  
**Design Services**  
**with Any Product!**

*Over A \$500 Value*

Ad can only be used in our publication and we do not provide high-resolution ads to be used in alternative media.



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