

# ELECTRONIC GUIDELINES FOR PRINT ADVERTISING

Please use the following ad guidelines when preparing your ad. Please feel free to contact our Production Director, Marcia Doble, at 800-826-3893 X2267, if you have any questions regarding the following information.

We do not guarantee color matching. A color proof such as an Epson or Kodak Approval® must be supplied with all 2- 3- and 4-color ads. A laser proof is required with all black and white ads. Publisher is not responsible for the outcome of any digitally supplied ads received without an appropriate color or black and white proof. If requested, publisher can create one and bill the customer.

Please click on the following link <http://www.oldhousejournal.com/advertising/mediafile.shtml> or type it into your web browser for ad and file type requirements.

## We accept the following file formats:

InDesign, Illustrator AI/EPS, PhotoShop PSD/TIFF/EPS, QuarkXPress, PDF X-1a

## We DO NOT accept the following file formats:

PageMaker, CorelDraw, Freehand, MS Word, MS Publisher

## We accept the following types of fonts:

Adobe® Type 1 Postscript fonts, OpenType Fonts, TrueType®

## We DO NOT accept the following type of font:

Multiple Master® fonts.

## InDesign 2.0, CS & CS2 Requirements

- Include all linked images and fonts.
- CMYK or grayscale. Please do not use spot colors.
- Use actual fonts, do not apply local font styles (i.e., bold, italic, etc.).
- If you are submitting your ad as a PDF from InDesign CS or CS2 please convert all type to outlines and flatten transparency. Please review the following document on our web site for instructions on how to export a high-resolution PDF from InDesign, or click on this link. [InDesPDF\\_Instructions.pdf](#)

## QuarkXPress 5.0, 6.0 & 7.0 Requirements

- Include all linked images and fonts.
- CMYK or grayscale. Please do not use spot colors.
- Use actual fonts, do not apply local font styles (i.e., bold, italic, etc.).
- If you are submitting your ad as a PDF from Quark 5.0, 6.0 or 7.0. Please review one of the following documents on our web site for instructions on how to create a high-resolution PDF, or click on these links. [PDF\\_from\\_Quark5.pdf](#), [PDF\\_from\\_Quark6.pdf](#), [PDF\\_from\\_Quark7.pdf](#).

## Illustrator 10, CS & CS2 Requirements

- CMYK or grayscale. Please do not use spot colors.
- Use actual fonts, do not apply local font styles (i.e., bold, italic, etc.).
- Convert all text to outlines.
- Vector .eps files must have transparency flattened and saved with the transparent .tiff preview option. If you are submitting your ad as an .eps file from Illustrator CS or CS2. Please review the following document on our web site for instructions, or click on this link. Saving an [EPS\\_Illustrator.pdf](#)

## PhotoShop 7, CS & CS2 Requirements

- We accept native .psd, .tiff (layered or flattened) and .eps files.
- CMYK or grayscale. Please do not use spot colors.
- All images must be 300dpi.
- If you are sending a .psd or layered .tiff file please include all fonts used.

## Submitting your ad

### Mail:

Please send all advertising material on CD (600-700MB) or DVD (4.7GB) to:

Marcia Doble  
Home Buyer Publications  
4125 Lafayette Center Drive, Suite 100  
Chantilly VA 20151  
(800) 826-3893 X2267

### E-Mail:

Files that are smaller than 10MB may be e-mailed to Marcia Doble at [mdoble@homebuyerpubs.com](mailto:mdoble@homebuyerpubs.com).

## FTP Site Information:

- Create a folder containing all of the necessary files and compress it using StuffIt(Mac) or WinZip(Windows). Please include YOUR company name in the file name.
- 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). PDF proofs are acceptable for content proofing only.

## FTP Access

Host: [ftp.strasburg.rrd.com](ftp://ftp.strasburg.rrd.com)

User Id: hbp

Password: XzW7MgC

Directory: to-hbp/advertisers

- **PC users:** Launch Internet Explorer. Enter <ftp://ftp.strasburg.rrd.com> in the address line. Enter the User Name and Password in the dialog box and hit "Log On". Open the "To-HBP" folder, scroll down and click on the "Advertisers" folder. You are now ready to drag and drop your file/s directly into the browser window.
- **OSX Mac users:** Using an FTP program such as Fetch or Cyberduck and log on to the FTP server using the FTP Access information above. Enter the "To-HBP" folder, scroll down and click on the "Advertisers" folder. Drag and drop your file/s directly into the "Advertisers" folder.

If you don't have an FTP application, you can learn about and download FTP software from [www.download.com](http://www.download.com).

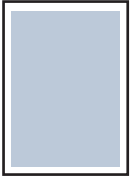


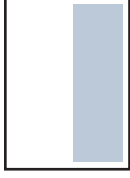


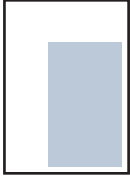
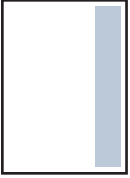

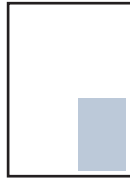

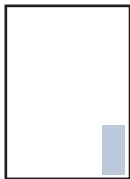

- **Once the file is uploaded, please e-mail Marcia Doble at [mdoble@homebuyerpubs.com](mailto:mdoble@homebuyerpubs.com) with the file name/s.**

Old House Old House Journals NEW OLD HOUSE®  
JOURNAL

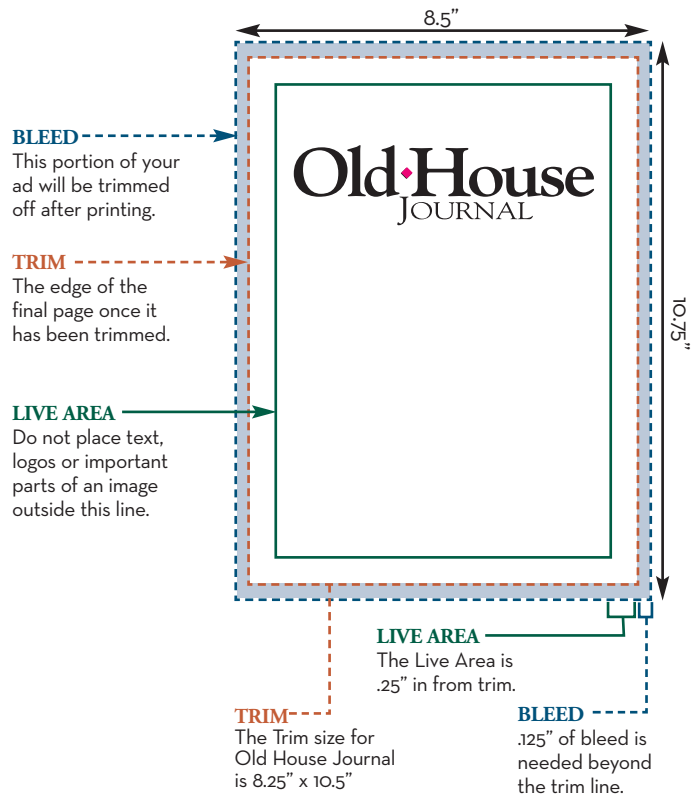
Home Buyer Publications LLC | 4125 Lafayette Center Drive, Suite 100 | Chantilly VA 20151  
800.826.3893 | 703.222.9411 | fax: 703.222.3209 | [www.oldhousejournal.com](http://www.oldhousejournal.com)

# AD SIZES

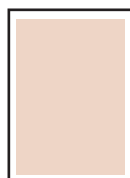


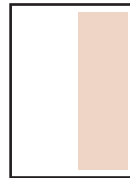
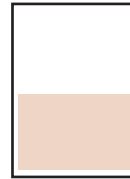
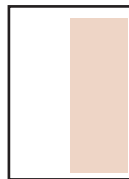
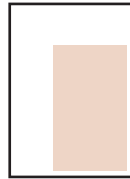
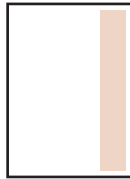
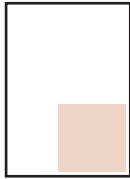
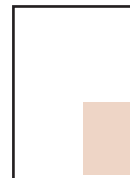
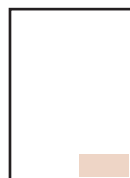

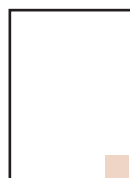
The following ad sizes are for Old House Journal

				
Full Page 7.125" x 9.375"	Full Page (bleed) 8.5" x 10.75"	Spread 2 Page (bleed) 16.75" x 10.75"	2/3 Page Vertical 4.687" x 9.375"	
				
1/2 Page Horizontal 7.125" x 4.562"	1/2 Page Vertical 3.438" x 9.375"	1/2 Page Island 4.687" x 6.937"	1/3 Page Vertical 2.25" x 9.375"	1/3 Page Square (2 col.) 4.687" x 4.562"
				
1/4 Page 3.437" x 4.562"	1/6 Page Horizontal 4.687" x 2.187"	1/6 Page Vertical 2.25" x 4.562"	1/12 Page Square 2.25" x 2.187"	

Specs for Full Page, Bleed Ads • 8.5" X 10.75" total size including bleed



The following ad sizes are for New Old House

				
Full Page 7.5" x 9.75"	Full Page (bleed) 9.25" x 11.125"	Spread 2 Page (bleed) 18.5" x 11.125"	2/3 Page Vertical 4.937" x 9.75"	
				
1/2 Page Horizontal 7.5" x 4.687"	1/2 Page Vertical 3.664" x 9.75"	1/2 Page Island 4.937" x 7.1875"	1/3 Page Vertical 2.375" x 9.75"	1/3 Page Square 4.937" x 4.687"
				
1/4 Page 3.664" x 4.687"	1/6 Page Horizontal 4.937" x 2.1875"	1/6 Page Vertical 2.375" x 4.687"	1/12 Page Square 2.375" x 2.1875"	

Specs for Full Page, Bleed Ads • 9.25" X 11.125" total size including bleed

