

# New Homes

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## 2005 Ad planning worksheet

### Buy 4 consecutive issues - get 5th free!

Ad Size	Rate	Dimensions	
Front cover*	\$ 2,680	N/A	premium pages
Back cover*	2,260	10 <sup>1</sup> / <sub>8</sub> x 13 <sup>1</sup> / <sub>8</sub> "	
Full page BW	1,570	10 <sup>1</sup> / <sub>8</sub> x 13 <sup>1</sup> / <sub>8</sub> "	
Full page 4-color	1,920	10 <sup>1</sup> / <sub>8</sub> x 13 <sup>1</sup> / <sub>8</sub> "	
½ page BW	890	10 <sup>1</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub> "	
½ page 4-color	1,290	10 <sup>1</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub> "	
1/5 page BW	460	4 x 6 <sup>1</sup> / <sub>2</sub> "	
1/5 page 4-color	850	4 x 6 <sup>1</sup> / <sub>2</sub> "	

\***Front and back covers** are reserved for four-color only; color charges are included. Includes guaranteed editorial coverage. No project may appear more than one time on a *New Homes* front or back cover in a 6-month period.

**Cover** must be reserved 3 weeks prior to materials deadline. Cover image should be taken by a professional photographer and submitted 2 weeks prior to materials deadline. Cover photo should be submitted by advertiser on disk as a vertically oriented high-resolution image file (no less than 2,800 pixels in height). Additional shots are required for inside story. No renderings will be used on the cover. **Advertisers who do not submit a high-quality professionally taken image will lose their cover reservation.**

**Back Cover** must be reserved 2 weeks prior to materials deadline.

Ads must be submitted as Adobe Acrobat PDF files. For information on submission of materials, consult page 3 of this document or contact Mike Greenlees at 773-868-4770 x401.

Revised deadline schedule as of November 2004

Issue	Editorial Focus	Space Reservation	Ad Submission	Ad Size	Ad Cost
Feb	Downtown Living Loft living / adaptive reuse	January 10	January 14		
March	West Town Chicago's hottest neighborhoods	February 7	February 11		
April	Lakeview Mega projects	March 7	March 11		
May	Far North Essential guide to buying new	April 11	April 15		
June	Mid-South Annual <i>New Homes</i> Awards	May 9	May 13		
July	West Loop Hot housing bargains	June 6	June 10		
Aug	Northwest Side Highrise guide	July 11	July 15		
Sept	Far South Townhouse, single-family special	August 8	August 12		
Oct	Near North Architecture issue	September 12	September 16		
Winter November-January	South Loop Ultra-luxury homes	October 10	October 14		

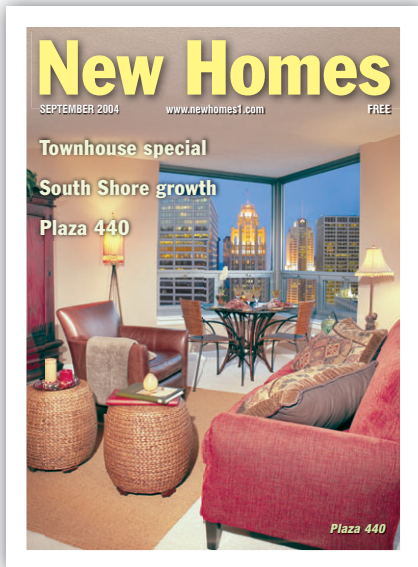
TOTAL \_\_\_\_\_

Signed \_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

## Mechanical Requirements



Ad Size	Rate	Dimensions	
Front cover*	\$ 2,680	N/A	premium pages
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Full page BW	1,570	10 <sup>1</sup> / <sub>8</sub> x 13 <sup>1</sup> / <sub>8</sub> "	
Full page 4-color	1,920	10 <sup>1</sup> / <sub>8</sub> x 13 <sup>1</sup> / <sub>8</sub> "	
1/2 page BW	890	10 <sup>1</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub> "	
1/2 page 4-color	1,290	10 <sup>1</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub> "	
1/5 page BW	460	4 x 6 <sup>1</sup> / <sub>2</sub> "	
1/5 page 4-color	850	4 x 6 <sup>1</sup> / <sub>2</sub> "	

## Cover Story Requirements

*New Homes* covers are reserved for major developments with photographs of finished models only. No renderings will be used on covers. Architectural photographers Wayne Cable (312-226-0303) and Russell Phillips (847-692-6694) photograph our covers at a discounted price for *New Homes* clients. Advertisers may hire another professional photographer, but all photos are subject to approval by *New Homes*. **Advertisers who do not submit high-quality professionally shot cover images by the deadline will lose their cover reservation.**

No project may appear more than one time on a *New Homes* cover in a 6-month period. Cover must be reserved 3 weeks prior to materials deadline and photograph must be submitted 2 weeks prior to materials deadline. Submit cover image as a high resolution digital image (no less than 2,800 pixels in height). Additional shots are required for inside story. **No renderings will be used on the cover.**

## Submitting Ad materials

See following page for more information on submitting digital ads. *New Homes* will only accept PDF files.

Black and white ads must be submitted electronically or on disk as PDF files.

Four-color ads must be submitted electronically or on disk as CMYK composite PDF files.

All questions regarding ad materials, preparation and submission of electronic files, ad dimensions and specs should be directed to Mike Greenlees at 773-868-4770 x401.

## Miscellany

Advertiser agrees to indemnify and hold harmless *New Homes* against any and all liability, expense or loss arising from claims for libel, unfair competition, unfair trade practice, infringements of the rights of others, or violation of rights of privacy resulting from the publication by *New Homes* of advertiser's ads.

*New Homes* reserves the right to reject any ad, for any reason, at its sole discretion.

*New Homes* will not be liable for failure to publish any ad for any reason.

Advertisers forwarding orders which contain incorrect rates or conditions are advised that advertising will be inserted without further notification to advertiser, at the correct rates and subject to all of the conditions of this rate card.

Apart from the premium pages which are sold on a first come, first served basis, no position request can be guaranteed. Premium positions (front and back covers) may not be reserved within a 6-month period by the same advertiser.

## Submitting ad materials

The following guidelines must be followed for all digital ad submissions. *New Homes* will not be held responsible for unexpected font replacements or color shifts resulting from improperly prepared PDF files. **www.adobe.com** has many helpful tutorials to aid you in creating PDF files for print media.

### Fonts

Only type 1 fonts are acceptable.

No true type fonts.

No composite fonts.

### Image resolution + color space

Our publication is printed on a 4-color web newsprint press using a 100-line halftone screen.

Images should have 200 dpi of resolution at their final size as placed on the page.

All color images must be CMYK.

All black-and-white images must be grayscale.

All color in the document (text, borders, fills, etc.) must be specified as process CMYK color.

All black used in the document (fills, text, line art) should be designated as CMYK process 100% K.

NO RGB COLOR MAY BE USED ANYWHERE IN THE DOCUMENT.

NO LAB COLOR MAY BE USED ANYWHERE IN THE DOCUMENT.

NO SPOT COLOR MAY BE USED ANYWHERE IN THE DOCUMENT.

DO NOT USE ICC PROFILES.

DO NOT USE OPI.

DO NOT USE "BLACK" SWATCHES MADE UP OF ALL 4 CMYK PLATES.

### Submission of ads

*New Homes* will only accept properly created PDF files. You may use distiller job options for PDFX1a, though you may downsample images to 200 dpi.

Ads smaller than a full page must be bordered to exact dimensions by a rule of at least .5 pts.

Submit final document as a composite CMYK PDF file with all fonts embedded. Distiller job options are available upon request. CMYK and grayscale images should be downsampled to 200 dpi. Text and line art (monochrome images) should be at 1270 dpi. You may use distiller job options for PDFX1a, though you may want to downsample images to 200 dpi.

*New Homes* does not require crop marks, printer's marks or margins of any kind. The final dimensions of your PDF should be the dimensions of your ad.

You can either submit a disk, or upload to our ftp site:

**<ftp://leafy:green@ftp.databasedads.com/incoming/NewHomes>**

The final ad is due by the materials due date specified for that month's issue on our Ad Planning Worksheet.