

2012 Production Specs



TRIM SIZE: 8.375" x 10.5"

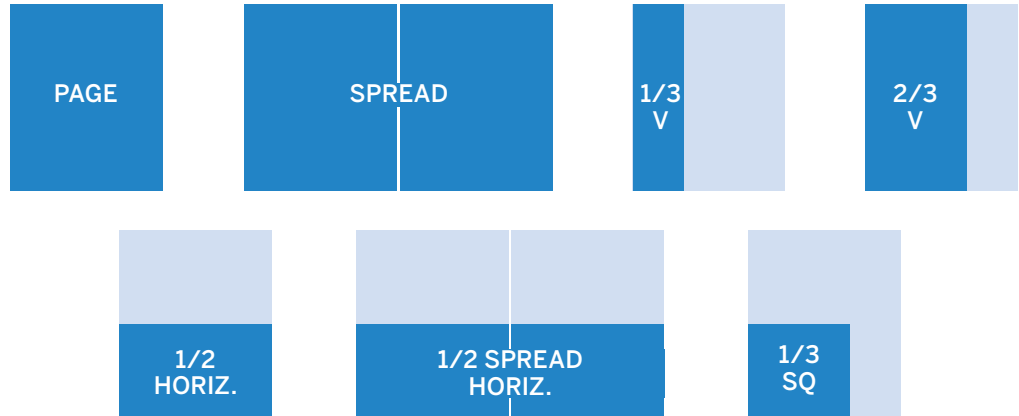
SAFETY: .25" away from trim edges (.375" from bleed)

GUTTER SAFETY:
.25" from each side
(.5" in total)

BINDING: Perfect Bound.

Insert Cards & Supplied Inserts

Specifications & availabilities on request please contact rosemarie_jazzetta@timeinc.com.



	BLEED	LIVE/SAFETY	TRIM
PAGE	8.625" x 10.75"	7.875" x 10"	8.375" x 10.5"
SPREAD	17" x 10.75"	16.25" x 10"	16.75" x 10.5"
1/3 VERTICAL	3" x 10.75"	2.25" x 10"	2.75" x 10.5"
2/3 VERT (2 COL)	5.375" x 10.75"	4.625" x 10"	5.125" x 10.5"
1/2 HORIZONTAL	8.625" x 5.375"	7.875" x 4.625"	8.375" x 5.125"
1/2 SPREAD HORIZ.	17" x 5.375"	16.25" x 4.625"	16.75" x 5.125"
1/3 SQUARE	5.375" x 5.375"	4.625" x 4.625"	5.125" x 5.125"

Printing Process

Web offset to SWOP standards (Specifications for Web Offset Publications).

Media

Time Inc. only accepts advertising in PDF/X-1a format. **No native application files** (i.e. InDesign or Quark XPress). **Please do not send film.** For more detailed specs please go to <http://direct2time.timeinc.com>.

Shipping Instructions

We prefer to receive files via the Time Inc. Ad Portal. Information and instructions are available at www.direct2.time.com. This is a free service that offers advertisers the ability to preflight and send files directly to Time Inc. Magazines. The intent of this Ad Portal service is to provide file creators a quick and easy method to deliver ads to us. By coupling preflight with transmission, both parties will save time and energy currently wasted with

TURN OVER >>

rev. 9/30/11



FOR MORE INFORMATION, PLEASE CONTACT YOUR *THIS OLD HOUSE* ACCOUNT REPRESENTATIVE

NEW YORK 212.522.7861	CHICAGO 312.321.7859	ATLANTA 404.364.4029	LOS ANGELES 310.268.7140	SAN FRANCISCO 415.434.4046	DETROIT 248.988.7811
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the back and forth of file rejection. To use this service, file preparers must register themselves at our <https://direct2time.sendmyad.com> website. Digital files that meet our specifications are preferred for ad submissions until the materials close date. After that, materials will only be accepted upon the express approval of Ad Sales and Ad Traffic. We no longer accept CDs or proofs. Send all contracts and insertion orders via email to: Matthew_Salvador@timeinc.com

PDF/X-1A (high-end-desktop file format)

Native application file saved in accordance with the ANSI standard as a PDF/X-1a file.

Further information is available at our website: <http://direct2time.timeinc.com>.

High-resolution images and fonts must be included when the PDF file is generated.

File may contain both raster and vector data.

- Use only **Type 1 or Type 3 fonts — NO TRUETYPE FONTS, NO COMPOSITE FONTS.**
- Images must be SWOP (CMYK) TIFF or EPS format at 200-400 DPI.
- Include all required image trapping in the file.
- Do not use RGB, JPEG images, do not nest EPS files into other EPS files.

PDF (created to DDAP optimized format settings) (desktop file format)

InDesign or QuarkXpress saved as a (.PDF) file. Further information is available at our website: <http://direct2time.timeinc.com>. High-resolution images and fonts must be included when the PDF file is generated.

- Use only **Type 1 or Type 3 fonts — NO TRUETYPE FONTS, NO COMPOSITE FONTS.**
- Images must be SWOP (CMYK) TIFF or EPS format at 200-400 DPI.
- Include all required image trapping in the file.
- Do not use RGB, JPEG images, do not nest EPS files into other EPS files.

Digital Files: Media, Standardized File Size, Right-Reading, Proofing, Color Density Requirements

- **PDF (DDAP Optimized)**, or **PDF/X-1a** on Macintosh formatted CD-ROM, or DVD.
- Maximum single file size, including all marks, identification and agency information (image size), is 11" wide by 17" high.
- Maximum spread file size, including all marks, identification and agency information (image size), is 20.5" wide by 13.5" high.
- Right Reading, Portrait Mode only, **NO ROTATIONS**, 100% Size.
- Standard trim, bleed and center marks (no marks included in the "live" image area, please position 1/2" outside of the trim) in all files.
- Include 6mm 5%, 25%, 50%, 75%, 95%, 100% CMYK patches for quality control.
- Total area density should not exceed SWOP density of 300%.

Proofing

- *This Old House* also uses Virtual Proofing technology and no longer requires color guidance proofs.
- If your advertiser has any questions about this they can go to our <http://direct2time.timeinc.com> website. All of our specs and how-to guides are displayed there.

General Information

This Old House Magazine assumes no responsibility for advertising materials submitted other than as expressly agreed in writing and, in the absence of disposition instructions, such materials will be destroyed 12 months after the issue date.

