

Concrete Homes + Low-Rise Construction Specifications

Sizes

Width x Height in inches:

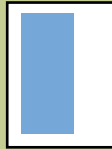


Trim size:
8.125" x 10.875"

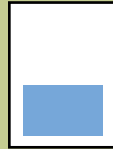
Bleed: 8.375" x 11.125"

Safe Zone: .25"

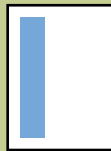
"Safe Zone" Is the area inside the trim line where your text and graphics are not at risk of being cut off or lost into the binding in the final print, regardless of any variation in the trim.



2/3 Vertical
4.625" x 9.5"



1/2 Horizontal
7.125" x 4.625"



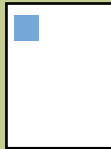
1/3 Vertical
2.25" x 9.5"



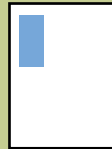
1/3 Horizontal
4.625" x 4.625"



1/4 Vertical
3.375" x 4.625"



Builder + Business
Directory
2 1/4 x 2



Builder + Business
Directory
2 1/4 x 4

Publication Trim Size

Magazine trims to 8.125" x 10.875"

Bleed size is 8.375" x 11.125"

Keep live matter .375" from all sides

Allow .5" safety at gutter of spreads.

Printing Process: computer-to-plate, Web offset

Binding Method: perfect bound

Screen Ruling: 150-line screen

Ads Produced By Us

If we are building your ad, you must provide the following materials:

- Typewritten text
- Photographs, transparencies or slides
- A clean black-and-white logo or digital file of the logo saved as an EPS or TIFF
- A brief indication of your concept or idea for the ad

We can accept **only** the following formats:

- InDesign
- Adobe Photoshop EPS/TIFF
- Adobe Illustrator EPS
- High-res (300dpi) PDF

Please note we cannot accept Microsoft Word files for final ad artwork. They do not print reliably.

Please include the following:

- All Macintosh screen and printer fonts. Use actual fonts, do not apply "local" style attributes (bold, italic)
- All resource files placed in the layout

Photoshop requirements

- CMYK or grayscale (not RGB) mode
- 300dpi resolution
- Save as TIFF or EPS (DCS off). If Photoshop file contains fonts, flatten to one layer and save as an EPS.

Illustrator requirements

- Colors CMYK (no spot colors)
- Convert all fonts to outlines

Color proofs

Please send a color proof. We do not guarantee exact color matching unless you send a MatchPrint™ proof.

A black-and-white proof will also help us check for content accuracy.

PDF requirements

Specify PDF/X-1a. This downsamples color and grayscale images to 300 ppi and monochrome images to 1200 ppi, embeds subsets of all fonts, creates untagged PDFs, and flattens transparency using the High Resolution setting.

Sending Materials

Materials should be securely packaged and thoroughly protected to prevent any possible damage. Materials can be shipped directly to us or through the internet.

Ship materials to your Account Executive at:

Concrete Homes + Low-Rise Construction
13552 Highway 183 N, Suite A
Austin, Texas 78750

We can accept files on CD-ROM, flash drive or similar media. We can also accept digital files via e-mail, Dropbox, YouSendIt, and other popular file sending services. If you are not set up with one of these services, please contact your Concrete Homes advertising representative for assistance.

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