

This document describes
the ad dimensions for the

HOME GUIDE

OF YOLO COUNTY, CALIFORNIA[®]

HOMES & LAND AFFILIATES, LLC

Full Page

Live Area:
7.5" - Wide
x
10" Tall

Add .75"
for Bleed
on all 4 edges

1/2 Page Horizontal

Live Area:

7.5" - Wide

x

4.916" Tall

Add .75"

for Bleed

on all 4 edges

1/2 Page Vertical

Live Area:
3.667" - Wide
X
10" Tall

Add .75"
for Bleed
on all 4 edges

Pre-Press production services is provided by:



McDougal Design will accept the following file types from advertisers and convert them to .pdf format for production. It is the responsibility of the supplying advertiser or their ad agency to assure the ad is correct by reviewing the supplied proof prior to the print deadline. Any errors must be corrected by the supplying designer and a new file submitted for production prior to the print deadline.

Microsoft® Office:

Word (.doc)

Note: Any documents which Microsoft Word 2000 is able to successfully open and print.

Other Microsoft Formats

Publisher (.pub)

Note: Any documents which Microsoft Publisher 2002 is able to successfully open and print.

Adobe Formats

Illustrator® (.ai), InDesign™ (.indd), FrameMaker® (.fm, .mif), PageMaker® (.pm, .pm6, .p65, .pmd, .pmt), Photoshop® (.psd)

Note: Files from Illustrator version 9 or later are already stored as PDF files and do not require conversion. InDesign files later than version 2.0 are not supported for conversion.

AutoCAD

AutoCAD (.dwg)

Note: Only AutoCAD files saved as versions Release 2.5 through AutoCAD 2002.

Corel WordPerfect Office Formats

WordPerfect (.wpd)

Adobe PostScript® Formats

PostScript (.ps, .prn), Encapsulated PostScript (.eps)

Text Formats

Rich Text Format (.rtf), Text (.txt)

Image Formats

Windows bitmap (.bmp), GIF (.gif), JPEG (.jpg), PCX (.pcx), PICT (.pct, .pict), PNG (.png), RLE (.rle), TIFF (.tif)

Convert a URL to PDF

Web pages (.htm, .html, .shtml), other supported file formats stored on a Web server (see file formats listed above) just send us the complete URL.

For best results embedded photo files should have an effective resolution of not less than 300 dpi, be in the CMYK color gamut and be in the .tif file format.

1/4 Page Vertical

Live Area:

3.667" - Wide

x

4.917" Tall

Add .75"
for Bleed
on all 4 edges

1/4 Page Horizontal

Live Area:

7.5" - Wide x 2.374" Tall

Add .75" for Bleed
on all 4 edges