HOME BUSINESS
2015 MEDIA KIT

SPECIFICATIONS

Printing Specifications:

- Printing: Web offset
- Binding: Perfect bound
- Screens: B&W or two-color: 100-133 line screen
- Four-color: 133 line screen
- 240 Total screen density on all flat tints and solids: %

MATERIAL SPECIFICATIONS		
Popular Sizes	**Width**	**Depth**
Full Page	7"	10"
1/2 Page – Vertical	4-5/8"	7-1/4"
1/2 Page – Horizontal	7-1/8"	4-3/4"
1/3 Page – Vertical	2-1/4"	10"
1/3 Page – Horizontal	4-5/8"	4-3/4"
1/4 Page – Vertical	3-1/2"	4-3/4"
1/4 Page – Horizontal	4-5/8"	3-1/2"
1/6 Page – Vertical	2-1/4"	4-3/4"
1/6 Page – Horizontal	4-5/8"	2-1/4"
1/12 Page	2-1/4"	2-1/4"
1 inch	2-1/4"	1"
Full Page – Bleed	8-3/8"	11-1/8"
Full Page – Trim	8-1/18"	10-7/8"

PDF Files: Hi-Res print-ready PDF files. CMYK at highest resolution (300 dpi minimum). All fonts must be embedded.

Additional Image files acceptable: TIFF / JPEG / PDF. HBM Encourages high resolution PDF Files!

Adobe Indesign Software files: Versions 5.0 & higher. Package for output, ensuring that all images and fonts are included with the document.

Adobe Photoshop files: Fonts or type must be rasterized; HBM does not accept layered files. All artwork must be flattened (no layers), CMYK, 300dpi.

Adobe Illustrator Files: Save Illustrator Images/Documents as Illustrator EPS files. Convert all fonts to outlines. Embed all images. Artwork must be CMYK.

Additional Materials: Laser Prints are acceptable for Ad Material, but print quality will be limited. Or Camera-Ready Artwork is acceptable for B/W or 2-Color Ads without Photos.

Submitting Ad Material Files: Files less than 2 MB's in size can be emailed to advertise@homebusinessmag.com or advertising material files can be uploaded online (see web site for upload instructions).

Display Ad Graphic Design Services:
HOME BUSINESS® Magazine offers graphic design services to create your Advertisement, from minor edits to an existing Ad through full-service graphic design.

Additional Info:
homebusinessmag.com/display-ad-material-specifications