

### AD SIZES

	Trim Size	Bleed Size
1 page	8.375" x 10.875"	8.625" x 11.125"
2-page spread*	16.75" x 10.875"	17" x 11.125"
2/3 vertical	4.875" x 9.875"	5.125" x 11.125"
1/2 horizontal spread*	16.75" x 5.25"	17" x 5.5"
1/2 page	7.375" x 4.875"	8.625" x 5.5"
1/3 vertical	2.375" x 9.875"	2.625" x 11.125"
1/3 square	4.875" x 4.875"	n/a

\*Gutter Safety: 0.25" each side (0.5" in total)  
For all bleed ads, allow safety margin of .5" on all sides for essential text or matter.

### Production Questions

Kelly Godbey  
Associate Publisher  
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910.470.4928

### Deadline/ Ad Submission Questions

Laurie Kent  
lkent@ideal-living.com  
910.763.2100

### DEADLINES

#### WINTER 2016

Space: 10/30/15  
Artwork: 11/06/15  
In home: 01/08/16

#### SPRING 2016

Space: 02/15/16  
Artwork: 02/19/16  
In home: 04/09/16

#### SUMMER 2016

Space: 04/29/16  
Artwork: 05/06/16  
In home: 06/25/16

#### FALL 2016

Space: 7/08/16  
Artwork: 7/15/16  
In home: 08/27/16

### MATERIALS

Trim Size: 8.375" x 10.875"

Perfect Bound/jogs to head

133-line screen

**PDF/X1a format is preferred. No native files will be accepted.**

Send artwork via dropbox or email to lkent@ideal-living.com.

### DIGITAL SPECIFICATIONS

Take careful preparation when creating PDF/X1a files.

- Make sure all images are 300 dpi at 100%.
- Images should be CMYK. NO RGB or JPG images.
- Do not embed ICC profiles with images.
- Include all fonts and graphics. (Use only Type 1 fonts.)
- Use standard bleed marks at 1/8" outside bleed.
- All text should greater than 5pts. If 2 or more colors are used in text, type size should be greater than 8pt. Type smaller might mis-register.

### Advertiser Acknowledgement

All advertisements are accepted and published by RPI Media upon the representation that the advertiser will indemnify and hold harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

RPI is not responsible for errors in key numbers.

RPI reserves the right to reject any advertising.

### Disclaimer

• RPI Media is not responsible for ads sent not meeting the specification guidelines and requirements.

• Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.

• Advertisers are responsible for the content for their ads or materials.

• Advertising materials delivered beyond deadline may be subject to additional charges.