

ELECTRONIC GUIDELINES FOR WEB

Advertisers will be charged for all work required to convert supplied advertising materials to publisher's requirements. For complete technical specifications, contact the publisher.

SOFTWARE

PSD (Photoshop native file [layered]), FLA/SWF (Flash native file/ShockWave Flash), GIF, (Graphics Interchange Format) JPG (Joint Photographic Experts Group), PDF (Portable Document Format), EPS (encapsulated Postscript®), TIFF (Tagged Image File Format), or Scitex CT (Continuous Tone).

Preferred

- Photoshop Save as JPG or GIF in Save for Web palette. Save any layered images as PSD (Photoshop Document) unflattened, for image edits. If text is embedded please rasterize or send appropriate fonts.
- Illustrator Send original file and file with type converted to outlines with transparency flattened. Save as EPS, 8-bit Mac preview, **version 10.0 or 8.0 or below (version 9.0 not accepted)**.

Acceptable

- QuarkXpress QuarkXpress 4.0, 5.0 & 6.0
Include all linked image files and fonts.
Please use the "Collect for Output" command on the file menu (note in versions 4 collecting a document does not collect fonts, In vesions 5 it only includes fonts in the document). Include all fonts.
- PDF/X-1a compliant http://www.thelogandtimberhomeauthority.com/pdfs/complete_pdf_prep.pdf
- InDesign 2.02 & CS
Include all linked image files and fonts.

Not Accepted

PageMaker, CorelDraw, Freehand, and MS Publisher.

PC files may be submitted, however it is highly recommended that a phone call be made to the Production Manager to discuss compatibility before a PC file is submitted. Also, Macintosh fonts will have to be substituted in a PC file (see section on fonts.)

FONTS

- Supply all fonts used in Quark documents. Any font substitutions done by us may be charged back to agency/client.
- Ads submitted using Illustrator should have fonts converted to outlines, paths, or curves to eliminate the need for supplying or substituting fonts.
- We and our printer support the Adobe® type library.
- Use only Postscript® fonts. TrueType® and Multiple Master fonts are unacceptable. If either are supplied with an ad, we will substitute Adobe® Postscript® fonts.
- Keyboard type styles (i.e. ⌘ B or ommand B for bold type) should not be used. Please use the correct Postscript® equivalent for that font for the style you are trying to achieve (i.e. bold type for Minion is Minion Bold)
- PC fonts will have to be substituted with similar Macintosh fonts.

SCANS

- We prefer all scanned images to be compatible with Photoshop.
- Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large hi-resolution files.
- 4/C images can be scanned at 300 dpi as RGB. 72 dpi images are acceptable for Web purposes.
- Black and white photos should be scanned at 300 dpi as grayscale.

REMOVABLE STORAGE MEDIA (DISCS WILL NOT BE RETURNED)

- CD (600-700 MB)
- DVD (4.7 GB)

ELECTRONIC TRANSMISSION

- Images must be 72 to 300 dpi files. Line art must be 1200 dpi, bitmapped, saved as a TIFF file format.
- To ensure your files do not become corrupt while sending, use compression software such as Stuffit, ZipIt or WinZip to compress your files. Compress all files (graphics, fonts, etc.) into a single file.
- FTP is available. Please notify us if you will be sending files via FTP.

PC users please access the following URL for drag and drop file transfer:

ftp.east.perryjudds.com

User Name: hbp

Password: XzW7MgC

Instructions: Click on **to-hbp** link, then click on **advertisers** link and place file(s) in this directory.

Mac users please use Fetch. Create a new bookmark with the following information:

Name: HBP FTP

Type: unknown

Host: ftp.east.perryjudds.com

User Id: hbp

Password: XzW7MgC

Directory: to-hbp/advertisers

- **PC user** once you have logged in you are now ready to drag and drop your file directly into the browser window. Once you have done this you should see a typical file copying menu appear.
- **Mac user** once you have logged onto the site through Fetch. Click on the "Put" button to be able to search your computer and find the the file you wish to transfer. Once you select it and click "Okay" you will be given the option of how you want to send the file. Choose binhex. There is a progress area in the shape of a circle shape that shows the files transfer progress. Once the circle is completely filled the file is finished transferring.
- Once the file is uploaded please email Maha El Nasser at melnasser@homebuyerpubs.com with the file name(s) and let her know that the file is now on our server.

MISCELLANEOUS

- CDs and DVDs are not returned.

VIRUS PROTECTION

- There has been a significant increase in MAC viruses. Please scan all disks and files for viruses.
- We will notify you for a disk replacement if a virus is detected.

**Log Home Living, Log Home Design Ideas,
Timber Home Living and Building Systems Magazines
Web Sites**

Banner Ad Sizes (pixels only)

Top Banner.....	468 x 60 pixels
Right Rail Banners.....	250 x 250 pixels
	240 x 400 pixels
	234 x 60 pixels
	160 x 600 pixels
	125 x 125 pixels
	120 x 600 pixels
	120 x 240 pixels
	120 x 90 pixels
	120 x 60 pixels

Maha El Nasser, Marketing Coordinator
melnasser@homebuyerpubs.com
703-222-9506