

# dreamHome

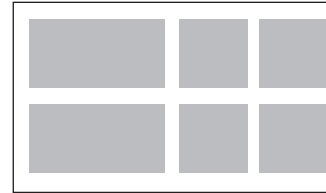
AD SIZES • FOR 4/COLOR AND B&W ADS



Full Page



1/2 vertical



1/4 horizontal &  
1/8 vertical



1/3 vertical &  
1/6 vertical &  
1/12 horizontal

	Width	Depth
Full page, bleed	10.5"	7.5"
Full page, trim*	10.25"	7.25"
Full page, non-bleed	9.25"	6.25"
*Live area is 7.5" x 9.5". Publisher assumes no responsibility for any photo or copy that extends outside of 7.5" x 9.5" live area if copy or photo should get trimmed off.		
1/2 page vertical	4.5"	6.25"
1/4 page horizontal	4.5"	3"
1/8 page vertical	2.139"	3"
1/3 page vertical	2.904"	6.25"
1/6 page vertical	2.904"	2.986"
1/12 page horizontal	2.904"	1.361"

300 D.P.I., 133 Line Screen

300% maximum density on 4/C color ads.

Maximum tone density for black and white halftones, 170%;  
second color, 70%

Acceptable digital ad formats on separate sheet.

Submit on CD with all native files, fonts, and linked files.

Printout of ad for reference must accompany disk.

**Emailed pdfs will only be accepted after discussion with  
Production. Call Michelle Zebleckis at 847-770-4631.**

(Publisher accepts no responsibility for reproduction of emailed ad materials.)

Send ad materials to:

Performance Media

3453 Commercial Ave.

Northbrook, IL 60062

Attention: Michelle Zebleckis, Production

(847) 770-4631

performance media

3453 Commercial Ave., Northbrook, IL 60062 • 847/770-4621 • [www.performancemedia.us](http://www.performancemedia.us)