Mechanical Print Specifications

Digital data is required for all ad submissions. The preferred format is PDF/X-1a. Files should be press-optimized (high-resolution 300 dpi), CMYK and have all fonts embedded. All files should be submitted through the Questex ad portal at https://questex. sendmyad.com. *Home Media* is computer-to-plate. The advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to the publisher.

Web Portal Submissions

■ Upload ad materials to:
https://questex.sendmyad.com/
Register: Create a **Username** and **Password**
■ To place ad materials: Click Send My Ad button; choose **Home Media** from the drop down menu; fill out ad information; upload file and submit
■ For a demonstration on how to use the site, go to: http://www.sendmyad.com/index.php?link=Demo

Send a SWOP-Certified proof To:

RRD-Pontiac
Home Media/ISSUE DATE HERE
Lynn Rich
1600 North Main,
Pontiac, IL 61764
(815) 844-1486
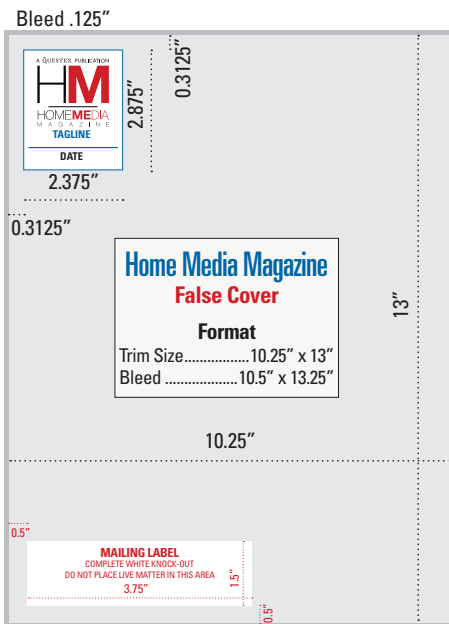
PRINT SPECIFICATIONS		
TABLOID DIMENSIONS		
Ad Size	Width	Depth
Tab page	10.25"	13"
Tab spread	20.5"	13"
Tab 1/2 page spread (H bleed)	20.5"	5.625"
Tab 1/2 page spread (H non-bleed)	20"	5.25"
Tab 1/2 page (H bleed)	10.25"	5.625"
Tab 1/2 page (H non-bleed)	9.5"	5.25"
Tab 1/3 page (H bleed)	10.25"	3.25"
Tab 1/3 page (H non-bleed)	9.5"	2.75"
Tab 1/3 page (V bleed)	4.25"	13"
Tab 1/3 page (V non-bleed)	3.5"	12.125"
Tab 1/3 page square (non-bleed)	5.25"	6.375"
Tab 1/6 page (H non-bleed)	5.5"	2.75"
Tab 1/6 page (V non-bleed)	3.5"	5.375"
Tab 1/6 page Strip (H non-bleed)	9"	1.125"
Jr. page (bleed)	7.875"	9.625"
Jr. page (non-bleed)	7.25"	9"
Jr. spread (bleed)†	15.5"	9.875"
Jr. spread (non-bleed)	15.25"	9.125"

CUSTOM SUPPLEMENT DIMENSIONS		
Ad Size	Width	Depth
Standard full page	8"	10.75"
Standard spread	16"	10.75"
Standard 1/2 Page (H bleed)	8"	5"
Standard 1/2 Page (H non-bleed)	7"	4.875"
Standard 1/4 Page (H non-bleed)	7"	2.375"

IMPORTANT NOTES

Bleed Advertisements: Add 0.125" to top, bottom, left, and right for bleed.

Live Copy: Live copy MUST be 0.25" inside the trim on all four sides plus 0.125" on each side of the gutter for spreads.

† Jr. spread (bleed) is listed at bleed size. DO NOT add bleed as it is already included. Live area is 0.375" inside trim at top and sides, and 0.625" at bottom.

Bleed .125"

A QUESTEX PUBLICATION
HM
HOMEMEDIA
MAGAZINE
TAGLINE
DATE
2.875"
0.3125"
2.375"
0.3125"

Home Media Magazine
False Cover
Format
Trim Size.................10.25" x 13"
Bleed ....10.5" x 13.25"
13"
10.25"

0.5"
MAILING LABEL
COMPLETE WHITE KNOCK-OUT
DO NOT PLACE LIVE MATTER IN THIS AREA
3.75"
1.5"
0.5"

Tips for creating a PDF for the Ad Portal:

1. **Flattened PDFx1a:2001** - PDF v1.3
2. **No Crop Marks or color bars -** (If you must have them on - be sure they are 18 points OFFSET - then upon upload to the portal, Click on REPOSITION Ad and use the Trim & Save Tool to remove them in the portal before delivery to publisher).
3. **CMYK only -** no RGB or PMS colors (unless you are printing a PMS color)
4. **Resolution of least 300 dpi**
5. **Build to correct size -** download an InDesign template from the portal for the correct ad size. If your ad is to bleed, please include 0.125" of EXTRA image on all sides that are to bleed off the page.
6. **Single Page PDFs only -** if running a spread, create a spread PDF from your application so it's a one page PDF file.

» 4590 MacArthur Blvd., Suite 500, Newport Beach, CA 92660 » 714-759-4661 » homemediamagazine@questex.com

Website & E-Newsletter Specifications

Website

Leaderboard
1. 728 x 90
2. GIF, JPG, Rich Media

Box
1. 300 x 250
2. GIF, JPG, Rich Media

Skyscraper
1. 160 x 600
2. GIF, JPG, Rich Media

Daily E-Newsletter, Monthly E-newsletter and Digital Edition E-mail Announcement

Leaderboard
1. 728 x 90
2. GIF, JPG

Skyscraper
1. 160 x 600
2. GIF, JPG

Screening Room

Skyscraper
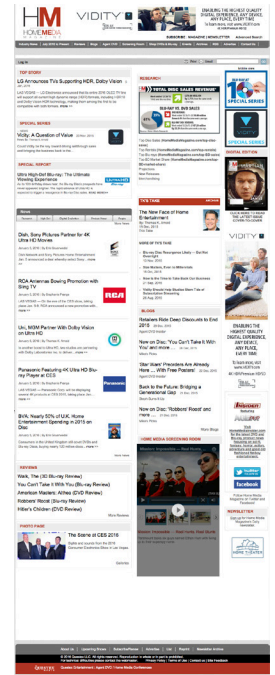1. 160 x 600
2. GIF, JPG

Streaming Video
1. Frame: 720 x 480 D1/DV NTSC
2. Audio: 48000, 16-Stereo
3. .avi, .mov, .wmv, .flv, .movie

Send Digital Ad Materials To:

Ad Operations
Contact your sales representative with questions.

1. Send materials for newsletters and site placements separately.

2. When submitting materials to Ad Manager, use the following naming conventions within the subject line:
   Site placements:
   Advertiser Name / Campaign Name
   Site
   Live Date
   Newsletter placements:
   Advertiser Name / Campaign Name
   Email Name
   Launch Date

3. Deadlines: Material deadlines are due as follows:
   Five (5) business days prior to campaign start date
   Late materials may not be posted on time.

4. File Formats:
   Site placements:
   GIF, JPG, PNG, FLASH and other rich media formats
   Newsletter placements:
   GIF, JPG, PNG
   File size:
   All file sizes must be under 100k for loading purposes.

5. Animation: No limits on animation loops. Creative that is considered annoying or hampers the user experience (i.e., big bright, flashing colors) will not be accepted. User initiated sound only is accepted.

6. Rich Media (Site Placements Only): Flash, DHTML, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. **The click URL must be received separately from the SWF file. Please do not embed the click URL in the code.**

7. Third-party ad tags are accepted. The click URL must be received separately from any third-party tag, even if it's embedded in the code.

www.HomeMediaMagazine.com   Facebook.com/HomeMediaMagazine   Twitter.com/HomeMediaMag

Ad Rates

Home Media Magazine — Print

	TAB	JR.	1/3	1/6
TIER 1				
Theatrical Box Office ≥ $2M Direct to Video Sequels Event Television Branding Ads	$9550	$6000	$3,000	$1,500
Cover (Premium charge)	$10,000			
TIER 2				
Theatrical Box Office < $2M Direct to Video Catalog Re-Pricing Promotions	$5,900	$3,500	$2,000	$1,000
Tier 3				
TV on DVD Boutique Films (Arthouse, Gay & Lesbian, Foreign)* Special Interest	$3,500	$1,900	$1,400	$700
*Fitness, Documentary, Music, Sports, Children's Non-Theatrical, Latino, Anime, Comedic Performances, etc.				
Tier 4				
Ad Only Section (Limited Availability)	$2,250			

Home Media Magazine — Digital

HomeMediaMagazine.com	
728 x 90 Leaderboard*	**$1,000** / two-week run
160 x 600 Skyscraper*	**$1,000** / two-week run
300 x 250 Box*	**$1,000** / two-week run
Sponsorship of One Blog	**$1,000** / monthly
Sponsorship of All Blogs	**$2,500** / monthly
	*Run-of Site (ROS) Placements

E-Newsletter	
728 x 90 Leaderboard	**$1,000** / weekly
160 x 600 Skyscraper	**$1,000** / weekly

Breaking News Blast	
Sponsorship	**$2,400** / monthly

Mobile Site	
Sponsorship	**$750** / weekly

WWW.HomeMediaMagazine.com   f Facebook.com/HomeMediaMagazine   Twitter.com/HomeMediaMag