

# nantucket HOME

Real Estate News & Property Listings

Publication of Nantucket Association of Real Estate Brokers (NAREB)

## 2024 Ad Sizes, Pricing, & Specs

### NANTUCKET HOME

All-color magazine with high-quality, glossy pages and a heavier coated cover.

Final trim size of 8.375" x 10.875"

Perfect bound, glued spine

Published four times annually

### ADVERTISEMENT DIMENSIONS

**Full page with bleed:** 8.625"w x 11.125"h (8.375"w x 10.875"h with .125" bleed on all 4 sides); keep all critical text & images in 7.625"w x 10.125"h

**Full page no bleed:** 7.625"w x 10.125"h; text and photos must be at least .375" away from all edges of full page ads

**Half page vertical:** 3.75"w x 10.125"h

**Half page horizontal:** 7.625"w x 5"h

**Quarter page:** 3.75"w x 5"h (vertical only)

**Broker directory:** 3.75"w x 1.76"h

All ads must be designed to read upright, no sideways ads.

### ISSUES & DEADLINES

#### Spring (April 24)

Reservation deadline March 29      Ad files due April 5

#### Early Summer (June 12)

Reservation deadline May 17      Ad files due May 24

#### Late Summer (July 31)

Reservation deadline July 5      Ad files due July 12

#### Autumn (Sept. 18)

Reservation deadline August 23      Ad files due August 30

### SPECIFICATIONS

**BLEEDS:** A bleed is where a background color or photo extends beyond the edge of the page. Only a full page in our magazine is allowed a bleed. See special size specifications listed under Advertisement Dimensions. **Please do not include bleed or crop marks on your PDF, just ensure the final ad size is 8.625" by 11.125".**

**AD FORMAT:** Each ad should be submitted individually as an electronic file as a flattened, "press-quality print" PDF (.pdf), with **CMYK colors** at 300dpi resolution. ALL IMAGES MUST BE HI RESOLUTION AND CMYK. **We do not accept multiple page PDFs. If you are submitting more than one ad, please PDF each separately and name them in the order you would like them to run if they are spreads (RealEstate-Compay page1.pdf, RealEstateCompany page2.pdf, etc).** If your file size is very large, try flattening the layers before exporting as a PDF or export using the compression options.

**Please note:** When using type smaller than 9pt or logos smaller than 1/2" that are going to be in black, please use 100% black only and not CMYK. It creates a registration issue in CMYK.

**NOT ACCEPTABLE:** Working files such as InDesign, Quark, MS Word, MS Publisher, Tiffs, or files or images that have been published and downloaded from the web.

**SUBMITTING YOUR AD:** Please send your electronic file via email if it is under 10MB. Any ad submitted by email will receive a reply email confirmation. If you do not receive a confirmation within 24 hours there was likely a delivery problem, and you'll have to send your ad another way. You can also submit the file saved on a thumb drive or via a link to an online download site (i.e. dropbox.com or hightail.com).

**ADS FORMATTED INCORRECTLY:** Ads received after the ad file deadline that are incorrectly sized or need to be color corrected will be subject to a correction fee of \$75 minimum per ad. If there is not enough time to correct the ad, per NAREB publications committee, the ad will run as is.

**NOTE:** Nantucket Home does not proofread camera-ready ads and will not accept responsibility for any errors, misprints, or unacceptable printing of files supplied by clients. No refunds will be given if your camera-ready files do not print as you intended, so proofread your files carefully and make sure the files supplied are properly prepared for printing.

*Credit card payments will appear on your statement as from Coastal Internet Access*

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