

# HOUSE & HOME

## DELIVERY REQUIREMENTS\*

SIZES	BLEED w/D		TRIM w/D		LIVE AREA/NON-BLEED* w/D	
Double Page Spread**	17-1/2"	11"	17"	10-1/2"	16-1/2"	10"
Full Page	9"	11"	8-1/2"	10-1/2"	8"	10"
2/3 Vertical	5-3/4"	11"	5-1/4"	10-1/2"	4-3/4"	10"
1/2 Hor. Spread**	17-1/2"	5-5/8"	17"	5-1/8"	16-1/2"	4-5/8"
1/2 Horizontal	9"	5-5/8"	8-1/2"	5-1/8"	8"	4-5/8"
1/2 Vertical	4-5/8"	11"	4-1/8"	10-1/2"	3-5/8"	10"
Digest Page	5-3/4"	7-1/2"	5-1/4"	7"	4-3/4"	6-1/2"
1/3 Vertical	3-1/2"	11"	3"	10-1/2"	2-1/2"	10"
1/3 Square	5-3/4"	5-5/8"	5-1/4"	5-1/8"	4-3/4"	4-5/8"
1/6 Vertical		n/a		n/a	2-1/4"	4-5/8"
1/3 Horizontal	9"	3-7/8"	8-1/2"	3-3/8"	8"	2-7/8"

\*All critical matter must be kept within the non-bleed dimensions. \*\* Allow 1/8" on each side of the gutter for type safety.

## MECHANICAL REQUIREMENTS

Printed high speed, web offset lithography, perfect bound.

**TYPE PAGE:** 8" wide by 10" deep.

**TRIM SIZE:** 8 1/2" wide by 10 1/2" deep.

**BLEED:** All fractional bleed ads require 1/4" all around.

All type matter not intended for bleed should allow 1/4" from trim edge. Publisher reserves the right to crop 1/8" on either side of bleed for trim variation.

## PRODUCTION REQUIREMENTS

**FILE FORMATS:** PDF/X-1a. Files must meet publisher's specifications, which can be found on our website: [houseandhome.com/digitalmedia](http://houseandhome.com/digitalmedia)

All supplied proofs must be made from the final supplied file. Colour bars required on proof. House & Home Media cannot accept Application files. House & Home Media will not accept responsibility for files and/or proofs which do not meet published specifications.

## AD DELIVERY

Visit the AdDirect home page to take a tour on how to upload your ad using the preflight portal system.

Ad material must be supplied via the AdDirect portal at [addirect.sendmyad.com](http://addirect.sendmyad.com).

## DIGITAL REQUIREMENTS FOR ADVERTISING MATERIAL

- Correct Trim and Bleed Sizes (1/4" added for bleed ads)
- All Illustrator Item Attributes set to 2400 dpi (Minimum 1200 dpi)
- All Spot Colours converted to CMYK
- All High Res Images are 300dpi (minimum for size-as images)
- All RGB Images Converted to CMYK
- Trim, Bleed, Colour Control Bars and Centre marks included in file (**No marks in the LIVE area**)
- Ink density for all four process colours must not exceed 300%

## PROOFING REQUIREMENTS

Files should be accompanied by a MAC-standard digital press proof (i.e. pictro or iris with colour bars) made from the final file. Colour lasers or PDFs are NOT acceptable press proofs. In those cases where a client decides not to supply a digital proof, House & Home/Maison & Demeure will run to MAC standards. Please note, as with any high-speed web press, colour variation within MAC tolerances must be expected on occasion due to running speed and in-line conflicts. A makegood would only be issued in the event of an ad falling outside acceptable MAC standards. H&H Media can output a proof at an additional charge of \$30-\$50, depending on the size of the ad.

# HOUSE & HOME

## 2021 CONDITIONS OF ACCEPTANCE

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### CONDITIONS

**COPY APPROVAL:** All advertisements must be acceptable in content and design and are at the publisher's sole discretion.

**CANCELLATIONS:** Advertising is non-cancelable after the Space Closing Deadline. Covers are non-cancelable.

**DISCOUNTS:** 15% Agency Commission will be allowed to recognized agencies (except where noted net rates). Overdue accounts are subject to interest charges.

**PREMIUM CHARGES:** Rates quoted are for black and four-colour process inks. Special inks to be quoted on request. There is no premium for bleed insertions. Inserts and coupons: Rates to be quoted on request.

**PRODUCTION CHARGES:** Expenses incurred as a result of the client's requested changes or client's failure to conform to the Mechanical Specifications will be charged back to the client.

**LATE MATERIAL:** Late material will be subject to a penalty unless the publisher has been previously notified and agreed to an extension.

**POSITIONING:** The vertical nature of the publication results in vertical advertising by many companies within the same industry. Placement near competitive advertisers is therefore to be expected. Advertisers requiring a guaranteed position pay a 15% premium.

**REGIONAL** advertisements must be identified on Contract or Insertion Orders or advertising may run national at the national rate.

**THE RATES, TERMS AND CONDITIONS** on this card apply to all Advertising Contracts or Insertion Orders received by the Publisher.

**PUBLISHER** reserves the right to increase advertising rates or change issue dates for any issue upon 30 days notice in writing before the Space Order closing date of the issue. All Contracts and Insertion Orders are subject to this reservation.

**ADVERTISERS AND ADVERTISING AGENCIES** assume liability for all content (including text, representation and illustration) of advertisements printed and all responsibility for any claims arising therefrom against the Publisher.

**ANY** claim rendered by the agency against this magazine for rebates on charges made under a Contract, for any reason, must be filed with the magazine in writing within sixty (60) days following the expiration of the contract.

**THE WORD "ADVERTISEMENT"** will be placed above copy which in the opinion of the Publisher resembles editorial matter.

**THE LIABILITY** of the Publisher for any errors for which it may be held legally responsible will not exceed the cost of the space.

**THE PUBLISHER** specifically assumes no liability for errors in the key numbers or type set by the Publisher.

**THE PUBLISHER** shall not be subject to any liability whatever for failure to publish or circulate all or any part of any issue or issues or any advertisement, in whole or in part, for any cause.

**THE PUBLISHER** is not bound by conditions printed in Contracts or Insertion Orders when they conflict with policies covered by this rate card. All film, artwork, etc. will be destroyed by the Publisher if not demanded within the one (1) year after last used.