

Creative Specifications

Printed Web Offset, SWOP standards, with perfect binding.

Trim size: 8 7/8" x 10 7/8"

Bleed: 9 1/8" x 11 1/8"

Spread: 17 3/4" x 10 7/8"

Spread w/bleed: 18 1/4" x 11 1/8"

Allow 3/8" safety for all live copy

Send advertising materials & insertion orders plainly marked to:

Production Manager
Home Furnishings Business
North American Publishing Company
1500 Spring Garden St., 12th Floor
Philadelphia, PA 19130-4094

Any questions regarding ad materials should be directed to the production manager at (215) 238-5300. Inserts with perforations must be reviewed with production manager prior to manufacturing of the insert.

Advertisers and ad agencies that do not comply with the below mechanical specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Home Furnishings Business in any and all production disputes.

PDF/X-1a is the required file format for Home Furnishings Business magazine. Sending your ad as a PDF protects the integrity of your ad file and ensures that it will print properly. PDF files must be created with Acrobat Distiller 7.0 or higher using the instructions provided on hfbusiness.com/productionspecs

- Scanned images must be high resolution (between 200 and 400 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3—No TrueType.
- Bleeds must be .1250" outside trim.
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be right reading, portrait mode only, 100% size, no rotations.

Additional charges will be incurred if ad does not conform to the specs above.

- ALL FILES MUST be accompanied by a single page, composite color proof. However, if color is critical please provide us with a composite SWOP-certified color proof (with color bars) along with your digital file. To see a list of SWOP-certified proofs we accept, please visit www.swop.org/certification/certmfg.asp. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file. Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD-ROM or DVD. Ads can be uploaded to our ftp site if accompanied by a faxed black and white laser at time of upload. Ads can also be e-mailed if under 20 megabytes. Call the production manager for further detailed information.

General Regulations and Policies

All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial materials will carry the word "Advertisement."

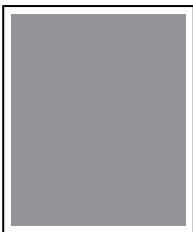
In consideration of Home Furnishings Business's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless Home Furnishings Business and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertions orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Inserts should be shipped pre-paid, in cartons, on skids, clearly marked **Home Furnishings Business***. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

*Inserts must arrive at the printer at least seven days prior to publication bind date and a sample of the insert must be sent to the production manager no later than seven days prior to publication bind date for postal compliance and machineability evaluation.

2009 DISPLAY ADVERTISING DIMENSIONS

Page Trim Size: 8-7/8" w x 10-7/8" h



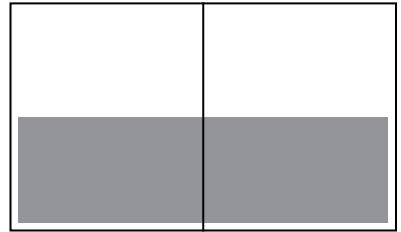
Full Page

Live Area: 8-1/8" x 10-1/8"
Bleed Size: 9-1/8" x 11-1/8"
Trim Size: 8-7/8" x 10-7/8"



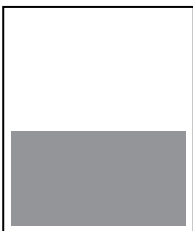
Spread

Live Area: 17-1/8" x 10-1/8"
Bleed Size: 18-1/4" x 11-1/8"
Trim Size: 17-3/4" x 10-7/8"



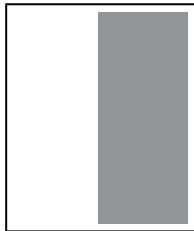
Half Page Spread

Live Area: 16-3/4" x 4-7/8"
Bleed Size: 18-1/4" x 5-1/2"
Trim Size: 17-3/4" x 5-3/8"



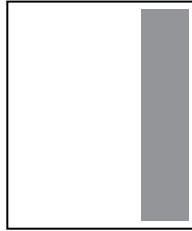
Half Page Horizontal

Live Area: 7-7/8" x 4-7/8"
Bleed Size: 9-1/8" x 5-1/2"
Trim Size: 8-7/8" x 5-3/8"



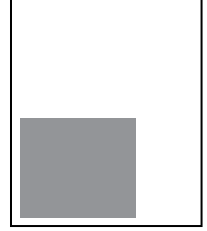
Half Page Vertical

Live Area: 4" x 10-1/2"
Bleed Size: 4-9/16" x 11-1/8"
Trim Size: 4-7/16" x 10-7/8"



1/3 Page Vertical

Live Area: 2-1/2" x 10-1/8"
Bleed Size: 3-1/8" x 11-1/8"
Trim Size: 3" x 10-7/8"



1/4 Page

Live Area: 3-1/4" x 3-3/8"
Trim Size: 4" x 4-1/8"