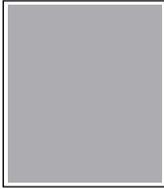


RESIDENTIAL CONSTRUCTION NETWORK

MFE PRINT AD SPECS



Full Page

Trim—8" x 10.5"
Bleed—8.25" x 10.75"
Live—7.625" x 10.125"
Non-Bleed—7.5" x 10"



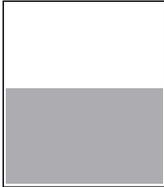
Spread

Trim—16" x 10.5"
Bleed—16.25" x 10.75"
Live—15.625" x 10.125"
Non-Bleed—15" x 10"



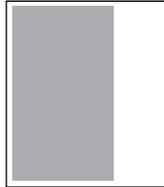
1/2 Horiz. Spread (Pony)

Trim—16" x 5.125"
Bleed—16.25" x 5.375"
Live—15.625" x 4.75"
Non-Bleed—15" x 4.875"



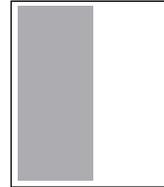
1/2 Horiz.

Trim—8" x 5.125"
Bleed—8.25" x 5.375"
Live—7.625" x 4.75"
Non-Bleed—7.5" x 4.875"



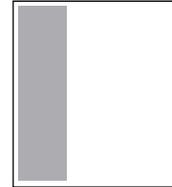
2/3 Vertical

Non-Bleed—4.5" x 10"



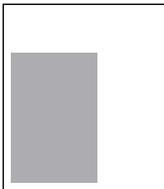
1/2 Vertical

Non-Bleed—3.375" x 10"



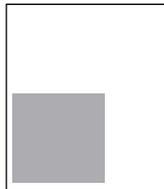
1/3 Vertical

Non-Bleed—2.25" x 10"



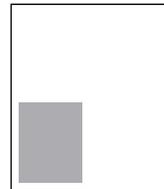
1/2 Island

Non-Bleed—4.5" x 7"



1/3 Square

Non-Bleed—4.5" x 4.625"



1/4 Vertical

Non-Bleed—3.375" x 4.625"

MATERIAL SHIPPING INFORMATION

Please Upload a Hi-Res PDFX1A-2001—NO ZIP FILES

New Users—You'll need to register and create your OWN ACCOUNT at: <https://hanleywood.sendmyad.com/> and click on FIRST TIME USER

Returning Advertisers—Log in at: <https://hanleywood.sendmyad.com/>. Follow up proofs are NOT REQUIRED but can be sent to: Ad Traffic Manager—MULTIFAMILY EXECUTIVE, Zonda Media, 1152 15th Street, NW, Suite 750, Washington, DC 20005

Sr. Production Directors

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Margaret Couter
tmcoulter@zondahome.com

RESIDENTIAL CONSTRUCTION NETWORK

PRINT AD SPECS

Special Advertising Sections

Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company's message. Special sections can be supplied or can be developed by our special project staff. Note all special advertising sections must have "Special Advertising Section" centered in 9-point Helvetica at the top of every page.

Extra Opportunities

For more information on online advertising opportunities, custom solutions, in-person events and virtual events contact your Regional Sales Manager.

Co-op Advertising

Special national or regional advertising programs are available to advertisers using co-op support. MULTIFAMILY EXECUTIVE, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

Printing Information

MULTIFAMILY EXECUTIVE is printed Web-offset and saddle-stitched. Rotation of colors: black, cyan, magenta, yellow. Total CMYK ink density not to exceed 300%.

Materials Info and Shipping

PDF/X-1a 2001 files required. Set up files for 4/C process printing with all fonts and images embedded. All images must be high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Place images at 100% to ensure better reproduction. Offset crop and trim marks by 1/8" so that they do not extend into bleed or live area. Line screen: 133. Please follow SWOP standards.

Upload display ads to our secure Web portal at <https://hanleywood.sendmyad.com/>. The portal preflights the ad, giving you instant feedback with possible issues. Once your ad passes preflight and you approve the ad for publication, our production team is automatically notified. New users are instructed on how to set up your own username and password on the portal.

We assume no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting our specs. is not responsible for making corrections to supplied materials.

Upload Your Ad

<https://hanleywood.sendmyad.com/>