

Olympic View Homes~Land Magazines ADVERTISER INSTRUCTIONS

The guidelines below should be followed when submitting your ad copy to our magazines.

All ad copy materials must be received on or before deadline date.

TEXT:

- Maximum # of words will vary with size of position. Keep in mind the space you are working with. We will not be responsible for errors due to illegible handwriting, misspelling or grammar. We reserve the right to edit text to fit positions and to comply with Federal Fair Housing Guidelines.
- **The positions on pages are numbered left to right.** Include text-only boxes in this numbering. Number your paragraphs to coordinate with the counted positions. If repeating text only, please refer to the month, page number and position number, as well as giving us the ML#.
- **Be sure to INCLUDE COMPLETE ML# OR ADDRESS** with your text and on the submitted picture. The ML# or address is necessary for our internal tracking procedures.
- Ad copy **MUST BE TYPED OR NEATLY PRINTED. If sending ad copy via email, please send it using Word**, or just type it in the email. We cannot open Publisher files. Indicate the headline of your text by underlining, bolding or using all caps.

PAGE SIZE:

- 1/2 PAGE: 7-3/8 inches wide x 4-5/8 inches tall; or 44.5 picas wide x 28 picas tall.
- FULL PAGE: 7-3/8 inches wide x 9-3/8 inches tall; or 44.5 picas wide x 55.5 picas tall.

PHOTOS:

- **All photos should be labeled with ML# OR COMPLETE ADDRESS.** If the property does not have an assigned numbered address, please use the ML number and lot number to identify that **individual** piece of property. Just using the street name is not enough. If you have more than one picture for the same property, label them as ML# view, ML# dining room, etc.
- You may send ad copy and photos via email. You may submit prints, slides or negatives for scanning. If you are submitting digital photos, they can be saved on disk or sent to us via email as **JPEG or PDF at 200 dpi (high) resolution** or better. When using a digital camera, use the "best quality" or "fine" settings. CAUTIONARY NOTE: DO NOT submit small 72 dpi low-resolution pics (such as are used on the web). Your pictures will look fuzzy and jagged and will be rejected. Downloading them from the web will usually make them look like this.
- **For color front covers**, please select your very best looking photographs containing good color and detail. We reserve the right to reject photos which are less than magazine-cover quality.
- If the photo is a repeat, you **must** refer to the ML# or address AND the issue month, page and position number where it last ran. If your photo ran within the previous 4 months, there is no need to resubmit the original. **If you change format size and want to repeat a photo**, it must be resubmitted.
- Do not submit as "originals" to be scanned any photocopies, ink jet prints, or pictures which have already been screened. These items do not scan clearly and create unacceptable moiré patterns.
- Please do not submit 3x10 panoramic photos, except for custom full-page-width picture positions. **DO NOT CROP OR SUBMIT IN LANDSCAPE MODE.** Our photo boxes are designed to be used with "standard proportion" photos, such as 3x5, 4x6 or 5x7 color prints.

PLEASE NOTE:

We cannot process photos embedded in Word docs. We cannot use .gif's