

# MATERIAL SPECIFICATIONS

## PRINT

- Page trim size: 9 x 10.875 inches
- Printing: Heat offset web on dull-coated paper stock
- Printed line screen: 200 lpi
- Bindery: Perfect bind
- Total Ink Density (TAC) cannot exceed 300%.

### Technical Specifications

- PDF/X-1a is *California Home+Design* magazine's preferred file format.  
No native application files are accepted.
- Files submitted as native formatted files will be charged a \$250 processing fee.
- A customer-supplied, SWOP-approved, contract color proof is required to ensure color accuracy on all ad files submitted. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file on press. No exceptions.
- Submit files digitally to: [production@chdmedia.com](mailto:production@chdmedia.com)

### Contact

Ad Sales:

Ali Grosslight, [ali@chdmedia.com](mailto:ali@chdmedia.com)

Production:

Timothy Wudarski, [production@chdmedia.com](mailto:production@chdmedia.com)

### Materials shipping address:

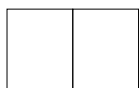
CHD Media

1941 Lyon Street, San Francisco, CA 94115

[production@chdmedia.com](mailto:production@chdmedia.com)

p 415.483.2434

## PRINT AD SIZES



### Spread

Safety: 17.5 x 10.375

Trim: 18 x 10.875

Bleed: 18.5 x 11.375

*Bleed All Sides*



### Full Page

Safety: 8.5 x 10.375

Trim: 9 x 10.875

Bleed: 9.5 x 11.375

*Bleed All Sides*

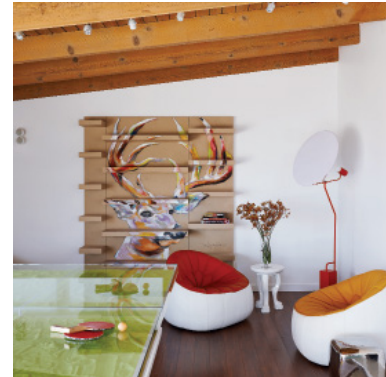


### 1/2 Page Tall

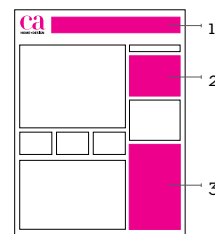
4 x 10.375

*No Bleed -*

*Ad can fill entire area*



## ONLINE



### 1. Leaderboard (728 x 90)

File Size/Type: 54K (GIF, JPG or PNG)

Animation/Video: 15/30 sec

Number of Loops: Unlimited

Expandable/Retractable: Yes (728 x 90)

### 2. Medium Rectangle (300 x 250)

File Size/Type: 54K (GIF, JPG or PNG)

Animation/Video: 15/30 sec

Number of Loops: Unlimited

Expandable/Retractable: Yes (600 x 250)

### 3. Large Rectangle (300 x 600)

File Size/Type: 54K (GIF, JPG or PNG)

Animation/Video: 15/30 sec

Number of Loops: Unlimited

Expandable/Retractable: Yes (600 x 600)

## NEWSLETTER

### Medium Rectangle (300 x 250)

File Size/Type: 54K (GIF, JPG or PNG)

## DEDICATED BLAST

### Large Flyer (500 x 700)

File Size/Type: 54K (GIF, JPG or PNG)