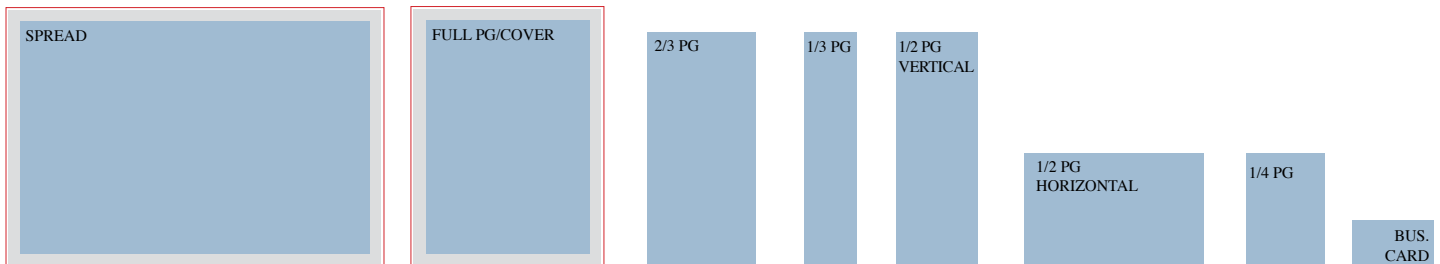


PRINTING

Web offset (SWOP) • Saddle-stitch binding • Publication trim size 8.5" x 11"

SIZE	BLEED	TRIM	NON-BLEED	<p>All measurements are noted in inches as width x height.</p> <p>These sizes allow for 1/8" trim at top, bottom and one side. Keep live matter 3/8" from all sides that bleed. Allow 3/16" safety at gutter of each page for type running across gutter. Indicate trim on proof.</p>
Spread	17.25" x 11.25"	17" x 11"	14" x 10"	
Full Page/Cover	8.75" x 11.25"	8.5" x 11"	7" x 10"	
2/3 Vertical	N/A	N/A	5.0275" x 9.8725"	
1/3 Vertical	N/A	N/A	2.6375" x 9.8725"	
1/2 Vertical	N/A	N/A	3.625" x 9.8725"	
1/2 Horizontal	N/A	N/A	7.7825" x 4.825"	
1/4 Vertical	N/A	N/A	3.625" x 4.825"	
Business Card	N/A	N/A	3.5" x 2"	



OFFSET DIGITAL AD REQUIREMENTS

Preferred File Formats: Current file formats supported by *Perspective Real Estate Media Group* are: TIFF, EPS, JPEG or PDF. All files should either be sent at a minimum resolution of 300dpi at the exact measurements (**see above**) for the purchased ad or optimized for press quality printing.

We also accept native/application files, such as Quark 6.5 (or lower) or Adobe InDesign CS2. Application files must include all collected fonts used in the ad (truetype/printer/screen), as well as all art/line-art/photos/logos supplied at the proper resolution (300 dpi minimum for photos and rasterized logos and 2400 dpi for line art). Information should be supplied on a Macintosh-formatted DVD-ROM, CD-ROM or via e-mail or ftp. All required trapping must be included in the file. Images for 4/C ads must be submitted as final, high-resolution, CMYK file. **Ads created in Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program cannot be accepted. These files should be converted to a high resolution pdf and sent via a Macintosh-formatted DVD-ROM, CD-ROM, e-mail or ftp.** All digital files sent via disk media should include a printout of contents of each disk supplied as well as correct copy information for content and positioning.

Inking: Use standard SWOP inks and densities.

DELIVERY OF MATERIAL

Files and color guidance for all ads sent via e-mail (preferred) should be sent to production@perspectiveREM.com or Files and color guidance for all ads sent on CD or DVD should be mailed to:

Perspective Real Estate Media Group Production Department
2125 Center Avenue, Suite 406 • Fort Lee, NJ 07024

The deadline for files is based upon the close date supplied by your sales representative. Advertisers may only request extensions by contacting their sales representative directly at (201) 585-1572.

All advertising materials are retained for one year following the issue of publication.

Perspective Real Estate Media Group

NJ HEADQUARTERS: 2125 Center Avenue, Suite 406 • Fort Lee, NJ 07024 • Tel (201) 585-1572 • Fax (201) 585-1574

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