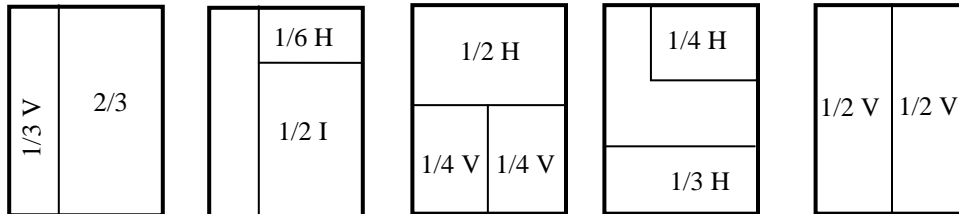


Advertising Specifications

FOR ABODE AND DIRECTORY & BUYER'S GUIDE

Display Advertising Sizes

Page Size	In Inches	In Picas		Page Size	In Inches	In Picas
Full Page	7-3/4 x 10	47x 60		1/3 Vertical	2-1/2 x 10	15x60
2/3 Page	5-1/8 x 10	31x60		1/3 Horizontal	7-13/16 x 3-5/16	47x20
1/2 Vertical	3-13/16 x 10	23x60		1/4 Vertical	3-13/16 x 5	23x30
1/2 Horizontal	7-3/4 x 5	47x30		1/4 Horizontal	5-1/8 x 3-11/16	31x22
1/2 Island	5-1/8 x 7-1/2	31x45		1/6 Horizontal	5-1/8 x 2-1/2	31x15



Specifications

To qualify for the posted advertising rates, artwork must be submitted in one of the following digital file formats:

- **PDF, JPEG, TIFF, QuarkXPress (version 6 or earlier), Adobe Illustrator or Adobe Photoshop (version CS or earlier).**
- Files of all formats should be provided in CMYK format, minimum 300 dpi resolution at 100 percent size.
- For QuarkXPress files, all fonts and import art must be included along with a proof (color if applicable).
- RGB images will not be accepted. Do not supply Web images-they are not printable.
- Files must be ready for production at 170 lines per inch.
- **Email camera ready art to asherbondy@haaonline.org**

Note: Ads saved as one complete TIFF, compressed JPEG or PDF file that opens/expands to a 300 dpi/ppi CMYK file in Adobe Photoshop are acceptable and preferred. Fonts must be changed to outlines or embedded and layers must be flattened.

HAA reserves the right to refuse artwork if improperly formatted

ABODE Production Schedule

- **Space Reservation Deadline** – 45 days prior to publication date. All ad sizes and color choices must be turned in to the Associate Marketing department with a signed contract.
- **Artwork Deadline** – 20 days prior to publication date all camera-ready artwork is due.
- **Publication Date** – the first day of each month

**All insertion orders, contracts and materials should be sent to Supplier Services Dept.
Houston Apartment Association • 4810 Westway Park Blvd. • Houston TX 77041
713-595-0316 • Fax 281-582-1514 • www.haaonline.org**