

# Welcome HOME

## To Reserve Your Space

Contact:

**847-582-0047**

**marketing@tspubs.com**

## ADVERTISING RATES

Full Page	\$1,795
Half Page	\$1,295
Quarter Page	\$895
Eighth Page	\$495

## PREMIUM POSITIONS

Back Page	\$2,995
Inside Front Cover	\$2,295
Inside Back Cover	\$2,295
Pages 3-7	\$1,995
2 Page Center Spread	\$2,795

Introduce your business to  
**NEW MOVERS!**

-  ***They are new to your neighborhood!***
-  ***They have money to spend!***
-  ***They need your business!***

Build long lasting relationships and gain loyal customers right from the very beginning!

# ADVERTISING SPECIFICATIONS

## Camera Ready Ad Specs

Using one of the following software programs:

- Adobe Illustrator CS
- Photoshop CS

We can use the following software applications:

- Adobe Acrobat \* PDFs should be system ready
- Adobe InDesign (CS)
- Adobe Illustrator (CS)
- Adobe Photoshop (CS)

## Fonts

Fonts must be:

- Postscript Level 1 or 2.
- Some programs allow fonts to be rendered as art or paths and should be done so if using true-type fonts.

## Art & Files

- **Colors must be converted to CMYK.**
- **No rich black text.**
- Rich black fills 100% black/40% cyan
- Any art used in the ad must be included on the disk as a TIFF or EPS file.
- PDF files (high resolution) can be submitted, but please keep in mind that we cannot change these files if needed.
- When generating PDFs, the Compression setting should have no boxes selected and in the Advanced section, select Distill with prologue.ps/epilogue.ps. Also select Device Independent (More Accurate) for Color Conversion.
- **Files must be submitted with a resolution of 300 dpi for color and grayscale images.**
- A resolution of 1200 dpi must be used for lineart images.
- **Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.**
- **Taking a 2 x 2 inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.**
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.
- Art should be the size needed for the ad or larger. When small files are enlarged they degrade in quality and should not be submitted.

## Advertising Dimensions

