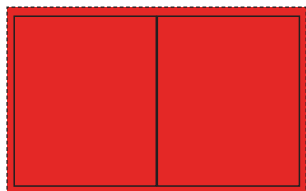


SPECIFICATIONS & REQUIREMENTS | PRINT ADS



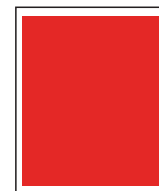
TWO-PAGE SPREAD

With Bleed: W 17" x H 11.125"
Trim Size: W 16.75" x H 10.875"
Live Area: W 16.50 x H 10.625"



FULL-PAGE

With Bleed: W 8.625" x H 11.125"
Trim Size: W 8.375" x H 10.875"



FULL-PAGE (LIVE AREA)

Live Area: W 8.125" x H 10.62"

PRINT AD REQUIREMENTS

SUBMISSION METHODS

- Please submit all ad materials through HousingWire's ad client portal: [HW.SendMyAd.com](https://www.sendmyad.com)
- Any questions about ad submission or specifications can be addressed to ads@HousingWire.com or [469.893.1504](tel:469.893.1504)

FILE FORMATS

- PDF
- Color format CMYK only
- 300 dpi at 100% (high resolution)

ADDITIONAL NOTES

- Outline all text and embed all high-res images.
- Convert all RGB, spot colors, lab colors and Pantone to CMYK.
- Adjust the trapping settings accordingly. Turn off the overprint setting on all text and art elements unless overlapping colors are intended.
- Turn off all print/crop marks.

All ads submitted should be suitable to print as-is. HousingWire cannot be responsible for any errors in content. If files are prepared improperly or mechanical requirements are not met, HousingWire cannot guarantee the reproduction of the ad.

SPECIFICATIONS & REQUIREMENTS | DIGITAL ADS

DIGITAL AD REQUIREMENTS

SUBMISSION METHODS

- All digital creative is due no less than five business days before a campaign begins.
- Please submit all ad materials through HousingWire's ad client portal: **HW.SendMyAd.com**
- Any questions about ad submission or specifications can be addressed to **adops@HousingWire.com**

FILE FORMATS

- Color format RGB, Animated GIFs may NOT loop more than 2x
- **Web:** JPG, Static GIF, Animated GIF, PNG
- **Email:** JPG, Static GIF, PNG
- 3rd party tags can not be accepted for Newsletters and Pushdown

LINKING URL

- Please provide an active URL with the submission of your file.

FLASH FILES

- Flash files are no longer supported. Please refer to list of accepted file formats in section above.

AD SIZES

- Standard: 970x90 and 970x415, 300x250, 300x600, 728x90, 320x50
- Optional: 160x600, 320x480
- Text Ads: Headline – 62 characters, Body – 256 characters (includes spaces)

ADDITIONAL NOTES

- Creative must match ad size to conform to specifications outlined herein.
- 250kb maximum file size.
- 30-second maximum for animation cycle.
- Two times looping maximum.
- Javascript functions (mouseover, etc.) are not permitted or available.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- HousingWire is not responsible for any changes to the ad creative itself. All changes have to be made by the client and resubmitted for trafficking.
- Creative must contain client branding.
- No fake HTML or simulated interactivity.
- No obscene or otherwise objectionable images. HousingWire reserves the right to refuse any media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads.
- Creative cannot use the HousingWire name or logo without pre-approval.
- Ads click through to provide URL in a new browser.

AD SUBMISSION: FULL AD SPECS AND SUBMISSION INSTRUCTIONS AVAILABLE AT HW.SENDMYAD.COM