

Ad Mechanical & Digital Specifications

The Washington Post
APARTMENT
SHOWCASE.com



STANDARD SHOWCASE AD : PHOTO SIZES

Main Photo Crop	4" W x 3.7" H
Inset Photo Crop (Horizontal)	1.6" W x 1.1" H
Inset Photo Crop (Vertical)	1.1" W x 1.6" H

FULL-PAGE DISPLAY AD

Trim	5.25" W x 8.25" H
Live Area	4.75" W x 7.75" H
Bleed Area	0.25" outside trim

Premium Positions : Front & Back of Guide Book

FRONT COVER GATE (1 PANEL)	4.75" W x 8.25" H
INSIDE FRONT COVER GATEFOLD (3 PANEL) Create all 3 panels in one document - left to right Place Column Guides at 4.75" & 9.875"	15.125" W x 8.25" H
INSIDE BACK COVER GATEFOLD (3 PANEL) Create all 3 panels in one document - left to right Place Column Guides at 5.25" & 10.375"	15.125" W x 8.25" H
BACK COVER + GATE (2 PANEL) Create both panels in one document - left to right Place Column Guide at 4.75"	9.875" W x 8.25" H

Premium Positions : Center of Guide Book

FRONT OF AREA MAP (3 PANEL) Create all 3 panels in one document - left to right Place Column Guides at 5.25" & 10.375"	14.75" W x 8.25" H
BACK OF AREA MAP GATEFOLD (3 PANEL) Create all 3 panels in one document - left to right Place Column Guides at 4.375" & 9.5"	14.75" W x 8.25" H

Fold-Out Map Outsert

MAP COVER - FRONT PANEL Photo area	4.5" W x 3.6875" H
MAP COVER - BACK PANEL Ad area (extend imagery .25" around for bleed)	4.75" W x 6.1875" H
INSIDE FRONT COVER, PREMIUM Ad area	4.80" W x 4.80" H
FRONT OF MAP PREMIUM AD Photo area Ad area	3.25" W x 2.45" H 3.5" W x 2.45" H
STANDARD AD Photo area	1.5" W x 1.60" H

FILE FORMATS PDF preferred
(Adobe Indesign CS and Quark 5
accepted)

IMAGE FORMATS CMYK EPS
recommended (RGB & JPEG images will
be converted); Line Art (Bitmap) TIFF 1200
dpi; Black & White Grayscale TIFF/EPS
300 dpi (See 'Image Requirements' sheet)

FONTS All files must be supplied with
active fonts, supplied with embedded
fonts, or must be converted to outlines.
Only use Type 1 fonts, no True Type fonts
or font substitutions.

PROOFS Submit 2 color proofs for each
ad. Color proofs from your in-house
printer are acceptable but please label
"Color will be accepted as printed". If
color is critical, please provide 1 contract
color proof + 1 color laser. Examples of
acceptable contract color proofs: Kodak
Approval, Imation Matchprint Digital
Halftone, or Progressive press proofs.

PLEASE LABEL all cds, proofs, and
any other material with the following:
Management Co., Property name,
contact, phone number, issue

SEND TO:

Apartment Showcase, Attn: Your Account
Representative, 1919 Gallows Road, Suite
200, Vienna, VA 22182

You can also upload your files online to
our Online File Folder (See "File Upload
Instructions" sheet)

Questions? Email us at art@gwpi.net.

THE BEST WAY TO FIND AN APARTMENT

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