



## E-NEWSLETTERS

Habitat publishes two e-newsletters a week, **Bricks & Bucks** and **Habitat Weekly**. Each is emailed to nearly 6,000 Habitat subscribers, property managers, attorneys and other vendors serving the co-op/condo community

**BRICKS & BUCKS: (EACH WEDNESDAY)** focuses on building projects and interesting financial/funding opportunities. Each 600-word newsletter is focused on a single topic, and takes a deep look into the how, why and where of a project or money-related theme.

**HABITAT WEEKLY: (EACH THURSDAY)** offers timely information to co-op/condo decision-makers on diverse topics ranging from technology to site safety to admissions issues. Each 600-word newsletter is focused on a single topic.

HABITAT  
**Bricks & Bucks**

HABITAT  
**Energy Retrofit**

HABITAT  
**Weekly**

HABITAT  
**Governance**



**BANNER**  
500 x 100

**BOX**  
300 x 250

## ADVERTISING GUIDELINES

### PRINT AD SPECIFICATIONS

Printing process	Web offset
Binding method	Perfect bound
Final trim size	8 1/8" x 10 7/8"

Full Page Bleed Ads	width	x	height
Full page bleed	8 3/8"	x	11 1/8"
(Full page bleed ads have a trim size of 8 1/8" x 10 7/8" plus 1/8" bleed on all sides. Live content – type and images – should be 1/2" from trim edges.)			

Non Bleed Ads	width	x	height
Full page	6 7/8"	x	9 3/4"
2/3 Vertical	4 1/2"	x	9 3/4"
1/2 Island	4 1/2"	x	7 1/4"
1/2 Horizontal	6 7/8"	x	4 3/4"
1/3 Square	4 1/2"	x	4 3/4"
1/3 Vertical	2 1/8"	x	9 3/4"
1/6 Horizontal	4 1/2"	x	2 1/4"
1/6 Vertical	2 1/8"	x	4 3/4"

### Marketplace Spotlight Ads

Size: 2 1/8" width x 2 7/8" height

### Showcase Ads

Size: 3 3/8" width x 3" height

### PRINT REQUIREMENTS

- Ads should be PDF/X-1A:2001 format
- Four-color ads must be formatted in process (CMYK) colors
- Black and white ads must be set to Grayscale
- No RGB, LAB or embedded (ICC) color profiles
- No spot (PMS) colors
- If used, RGB and spot (PMS) colors will be converted to CMYK.
- Maximum ink density is 290%
- DPI: 300 and Line Screen: 133
- All placed images must be high-resolution (300 dpi) and CMYK
- Crop marks are only required for ads that bleed. They are not needed for fractional ads.
- We can not accept files in the following formats under any condition: Microsoft Publisher; any word processing software such as Word; any presentation software such as PowerPoint. Please create high-resolution PDFs from these file formats and ensure the document meets the exact ad size.
- All ads will be preflighted. Ads not meeting these guidelines and standards will be returned for correction.

### DIGITAL AD SPECIFICATIONS

Online Ads	width	x	height
Banner	728 px	x	90 px
Mobile Version Banner	320 px	x	100 px
Box	300 px	x	250 px

E-Newsletter Ads	width	x	height
Banner	500 px	x	100 px
Box	300 px	x	250 px

Tablet and Smartphone App	width	x	height
Week by Week Tablet Full Page	1536 px	x	2048 px
Week by Week Smartphone Full Page	640 px	x	1136 px

### DIGITAL REQUIREMENTS

Format: JPGs or GIFs, including animated

Color Space: RGB

Submissions: E-mail final artwork or contact us for other delivery methods. In order for your ad to appear on our digital platforms, please provide a company contact name and e-mail address.

# HABITAT

### SEND MATERIALS TO:

#### IVIS FUNDICHELY

Operations Manager  
212-505-2030 x3005

[ifundichely@habitatmag.com](mailto:ifundichely@habitatmag.com)

#### BILL FINK

Associate Publisher  
212-505-2030 x3003

[bfink@habitatmag.com](mailto:bfink@habitatmag.com)

### MATERIALS/CREATIVE QUESTIONS:

#### CHAD TOWNSEND

Art Director  
212-505-2030 ext. 3013

[ctownsend@habitatmag.com](mailto:ctownsend@habitatmag.com)