

To The Trade Ad Specifications 2012

CLOSING SCHEDULE

ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE
Dec 11/Jan 12	Sep 14	Sep 21	Nov 22, 11
Feb 12	Oct 24	Oct 31	Jan 3, 12
Mar 12	Nov 17	Nov 28	Feb 7, 12
Apr 12	Jan 3	Jan 10	Mar 13, 12
May 12	Feb 14	Feb 22	Apr 24, 12
Jun 12	Mar 21	Mar 28	May 29, 12
Jul/Aug 12	Apr 24	May 1	Jul 3, 12
Sep 12	May 17	May 24	Aug 7, 12
Oct 12	Jul 2	Jul 11	Sep 11, 12
Nov 12	Aug 7	Aug 14	Oct 16, 12
Dec 12/Jan 13	Sep 19	Sep 26	Nov 27, 12

BOSCH
Bosch's built-in, built-in your...
TO THE TRADE
Tel: 800-543-7199
blu@bluhomes.com
Boston | San Francisco

FRANKE
Franke, the world's largest manufacturer of kitchen sinks, began its...
TO THE TRADE
Tel: 800-444-6771
franke.com

BLU HOMES
Blu Homes' built-in, built-in your...
TO THE TRADE
Tel: 800-543-7199
blu@bluhomes.com
Boston | San Francisco

VIVING
Vliving's built-in, built-in your...
TO THE TRADE
Tel: 800-226-9100
viving.com

To The Trade dwell.com/tothetrade

TO THE TRADE AD SIZE

Unit Size	Image Size	Text
1/4 pg Vertical	3 9/16" w x 1 7/8" h	100 words

Size requirements in decimals and/or metrics are available upon request.

To The Trade is a formatted advertising section featuring select products and services. The eye-catching section uses Dwell design, fonts, and color palette, along with consistent image sizes and standardized typesetting.

CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the image and the ad copy. Dwell assembles the ad in the To The Trade template, assigns position, and makes copy corrections deemed necessary by our design and editorial guidelines and requirements.

Copy Requirements

- >The word counts noted above include your company name, descriptive body copy, and contact information.
- >If your copy exceeds the maximum word count, the Dwell editorial department will edit your copy at our own discretion and make copy corrections deemed necessary by our design and editorial guidelines and requirements.
- >One line of space between the company name and the body copy and then between the body copy and the contact information.
- >Company name in all caps and bold
- >Contact information in bold

Image Specifications

- Advertiser supplied images must meet the following requirements:
- >Resolution: 300 dpi
 - >Color Mode: CMYK (not RGB)
 - >File Format: TIFF
 - >Please note that Dwell does not retouch, silhouette, or otherwise manipulate supplied images.
 - >Advertisers are responsible for image press quality
 - >Advertisers are solely responsible for all applicable photo rights and/or permissions
 - >No keylines on images. Please delete before submitting your image.

Logos

The clean layout and formatted structure of To the Trade does not allow logos to be used in place of copy or in addition to an image.

Material Submission

Please email your copy and image to tothetrade@dwell.com. Copy should be submitted in the body of your email or in a Word or Text document.

Reproduction Liability

Dwell will not send client proofs for To The Trade for advertiser approval.

Dwell does not accept hardcopy color proofs for To the Trade ads. Images run to SWOP color specifications.

Dwell cannot assume responsibility for client satisfaction if the materials supplied do not strictly comply with our specifications.