



## **Frequently Asked Questions**

Print Production: Modern Market

## Modern Market FAQs: Ad Portal and General FAQs

### **Do I need to register to use the Dwell Ad Portal?**

Yes, registration is required. It is free and only takes a minute.

### **Do I need to upload files to the Dwell Ad Portal?**

Yes, submission of files via the Dwell Ad Portal is required. The system will quickly preflight your image and allow you to enter your text into the appropriate fields.

### **What is the difference between Create An Ad and Send My Ad?**

Create An Ad is the portion of the Send My Ad portal system used to submit Modern Market ads. The Send My Ad portion is used for full pages, half, and third display fractional ads.

### **I can't select the correct issue for my ad, what is the problem?**

If the issue you want is not included in the drop down menu, you are either trying to upload an ad past the deadline, or too far in advance. Contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com) for more specific information.

### **I need to upload materials but it is after the materials close date, what do I do?**

Contact your sales rep or [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

### **I'm unsure of which size ad I have, what do I do?**

Contact your sales rep or [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

### **I want to upgrade to a 1/4th page ad, how can I do this?**

Contact your sales representative, and let him/her know you'd like to upgrade.

### **What is the difference between the subhead and no subhead options?**

The subhead refers to the smaller, italic text directly under the cyan headline before the body copy. This is optional, however you must select which format you would like to have your ad be before creating the ad.

### **What are the Dwell Modern Market ad specifications, and where do I find them?**

You can download our ad specs at [dwell.com/printads](http://dwell.com/printads) or by clicking here: [Dwell Modern Market Ad Specifications](#)

### **I hit my browsers' back button and have fallen out of the screen. How do I get back?**

While using Create An Ad / Send My Ad it is important to use the "Back" button within the program and not your browsers' back button. To continue, go to the "Manage Ads" section and reselect the appropriate ad. If you have exited the system entirely, you will need to log-in again to continue.

### **After I submit my ad, the preview of the ad disappears, why is this?**

Check your browser version to make sure that it is compatible with the Send My Ad / Create An Ad system requirements. If you're still having problems, contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com) or go to "Get Help" at the top of the screen and "Report A Problem."

### **Will I see a proof of the ad once it has been composed by Dwell?**

Yes, Dwell will send you a proof of the final ad for content verification via the portal. You will then have 2 days to review the ad and submit changes if necessary. If we do not hear from you, the ad will run as shown. All images within Modern Market run to SWOP color standards.

### **How will I know my ad has been received by Dwell?**

Upon your approval, the ad is sent automatically to Dwell. Once your ad has been approved by Dwell, you will receive an email notification. In addition, you can check the status of your ad in the "Manage Ads" section. Ads approved by both you and Dwell will display "Completed" status.

## Modern Market FAQs: Ad Portal and General FAQs

### **How will I know my ad has been approved by Dwell?**

When your ad has been approved by Dwell, you will receive an email notification. In addition, you can check the status of your ad in the "Manage Ads" section. Ads approved by both you and Dwell will display "Completed" status.

### **What if I need to revise my ad after it has been approved by Dwell?**

Contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com), being sure to include the advertisers' name and full contact information.

### **Do I need to submit a hardcopy SWOP proof with my Modern Market ad?**

Dwell does not accept client SWOP proofs for Modern Market ads. We run all Modern Market pages to SWOP standard.

### **I want to pickup an ad that is not in the Ad Portal, what do I do?**

Upload the original file to the Ad Portal, or email [modernmarket@dwell.com](mailto:modernmarket@dwell.com) with the pickup issue, filename and brief description.

### **What is the "Notes" button at the bottom of the screen?**

This indicates that you have a message from Dwell. The portal features a chat system in which you can write messages to Dwell and receive messages from Dwell. See the [Modern Market Ad Portal User Guide](#), Appendix 2.

## Modern Market FAQs: Image FAQs

### **My image meets Dwell specifications but will not upload to the Dwell Ad Portal, what do I do?**

Review the error messages you receive, modify the file as needed and re-upload. If you are still unable to upload your file, contact us at [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

### **How quickly will my image be preflighted?**

After the image has uploaded completely, you can expect to see your preflight results within a minute or two. During peak periods processing may take longer.

### **What image format(s) does Dwell accept?**

All images must be a TIF or JPEG file. We cannot accept Photoshop, EPS, GIF, Bitmap, or PNG files.

### **I've received a warning stating that the "Color Space was incorrect. We found: RGB where CMYK is required." What does this mean?**

Dwell requires CMYK colorspace. In the original file, check the image—including any placed or imported elements. Convert any RGB colorspaces to CMYK and re-export the file.

### **I've received a warning stating that the "Image Resolution was too low. We found: XX where a required minimum is 298." What does this mean?**

The image resolution of your image was less than Dwell's requirement of 300 dpi. Check the image/illustration/graphic/line art in the original file. Re-upload your ad with high-resolution images. *Note: If you choose not to revise with a high-resolution image, Dwell cannot assure satisfactory reproduction of your creative.*

### **What does 300 dpi mean?**

We require all images to be 300 dpi, which means 300 dots per inch. An image that is 300 dpi is a high-resolution image. Lower resolution images may not reproduce to your expectations. If you have further questions regarding image resolution contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

### **What if I want to include a logo in my ad?**

Dwell requires all logos to be embedded in the advertiser-supplied image. The image size should remain true to either the 1/8th or 1/4th page ad depending on which you are running.

### **Can I include a logo in the white space of the ad?**

All logos have to be in the image area of the ad. We cannot place logos in the white text area.

### **How do I convert my image from RGB to CMYK?**

This conversion should be done with image editing software (eg Photoshop). If you require further information please contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

### **My image is RGB. Can Dwell convert it to CMYK for me?**

Dwell can convert your image to CMYK with your understanding that color shifts can occur when an RGB image is converted to CMYK. Dwell cannot be held liable for such shifts.

### **What if my image is not to the exact Modern Market image size?**

For consistency, we request all images be supplied at the exact size specification noted. If you require further information please contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

### **Does Dwell provide prepress services for Modern Market images (eg color correction, silhouetting)?**

No, Dwell does not provide prepress services; however we can provide a vendor recommendation for you. If interested, contact [modernmarket@dwell.com](mailto:modernmarket@dwell.com).

## Modern Market FAQs: [Text FAQs](#)

### **How many words can I include in my ad?**

Words counts are approximate: 50 for a 1/8 ad and 100 for a 1/4 page ad.

### **How many characters can the headline include?**

The headline can consist of no more than 40 characters (including spaces). Please note, headline characters count in the ad's word count.

### **Will my text be altered by Dwell?**

To maintain editorial consistency Dwell may make modifications to your text. If so, you will receive a revised proof for approval.

### **How can I change the ad's text after it has submitted the ad to Dwell?**

Once your ad has been submitted to Dwell, you must request changes through the "Request Changes" button.

### **How do I go to the next line in the body copy?**

To go to the next line, press the return key once.

### **How do I create a space between paragraphs?**

Dwell Modern Market format is that an entire line space should be between paragraphs. To do this, press the return key twice. If you're having any trouble, Dwell will adjust the ad in the review process.

### **How can I change the text color in my ad?**

Modern Market is a formatted section using Dwell design, fonts, and color palette, along with consistent image sizes and standardized typesetting. The Create An Ad system creates the ad based on the section's format.

### **How can I change the ad's text after it has submitted the ad to Dwell?**

Once your ad has been submitted to Dwell, you must request changes through the "Request Changes" button.