



Frequently Asked Questions

Print Production

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FAQs: Ad Portal General FAQs

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

Yes, registration is required.

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 file, and if applicable, provide information for correcting technical issues.

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 adproduction@dwell.com for more specific information.

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

While using 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.

How do I create a press-ready PDF to Dwell specifications?

[How to Export a PDF](#)

[Dwell InDesign Print Presets](#)

[Dwell Advertising Specifications](#)

What digital file format(s) does Dwell accept?

All ads must be submitted in PDF format, compliant to PDF/X-1a:2001 or PDF/X-1a:2003 standards, and compatible with Acrobat 4 / version 1.3.

What PDF version is needed?

Dwell requires PDF version 1.3.

My ad 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. You can also refer to the error message FAQ section within this file. If you are still unable to upload your file, contact adproduction@dwell.com.

How quickly will my file be preflighted?

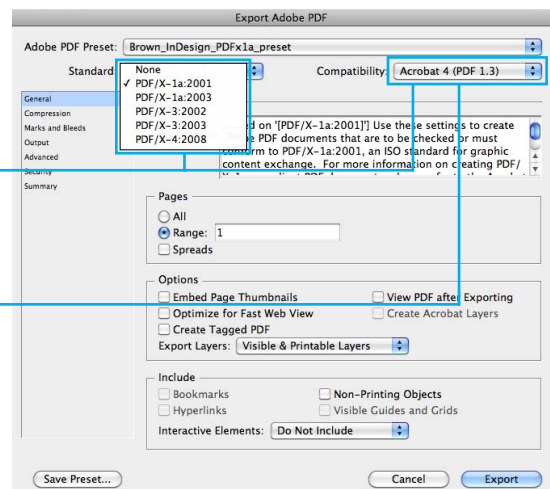
After the file has uploaded completely, you can expect to see your preflight results within a minute or two. During peak periods processing may take longer.

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

Contact your sales rep or adproduction@dwell.com.

Why can't I upload a spread to the ad portal?

Dwell requires spreads be submitted as two single page PDFs. Each page must be built to our single page specifications with full bleed and zero gutter allowance. We strongly recommend checking crossover of the files before uploading to the ad portal.



FAQs: Ad Portal General FAQs

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.

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 adproduction@dwell.com, being sure to include the advertisers' name and full contact information.

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 adproduction@dwell.com with the pickup issue, filename and brief description.

I want to delete my ad. Why can't I?

As a safeguard, the Ad Portal will not permanently remove a file from your account. If you do not want to use an ad in the future, be sure to "reject" it.

How do I upload a non-bleed ad to the portal?

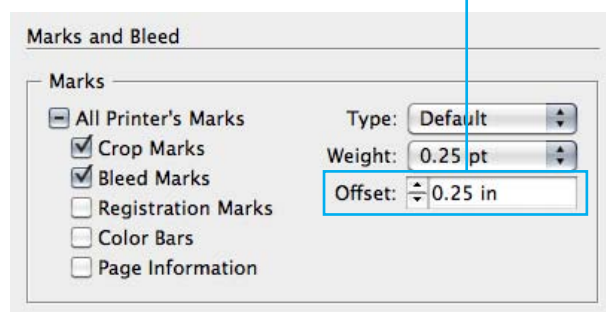
Files set up to our safety will be accepted in the Ad Portal (7.875"w x 10.3125"h). You may need to reposition the ad before approving.

What is the safety box?

The safety box illustrates the area that should contain all critical copy and image. Elements outside of this area may be trimmed. This is also called the "live" area.

Where should I place the color bars and crop marks within the file?

Color bars and crop marks must be placed 1/4" (12pt offset) outside the bleed area.



FAQs: Ad Portal General FAQs

What is Dwell's policy on black type?

Dwell recommends all black type be 100% black (black only). We strongly discourage rich black type, however if used, a minimum of 28-point type is required.

What is Dwell's policy on knocked-out type?

All knocked-out type should be a minimum of 12 points. We cannot guarantee clean registration on smaller knocked out type.

What is the maximum ink density allowed in Dwell?

Dwell strongly recommends a maximum ink density of 280, not to exceed 300%.

[This 3rd party link](#) can provide guidance on adjusting file ink density.

Why does Dwell require hardcopy SWOP proofs?

Dwell cannot ensure your color satisfaction without a color proof created to SWOP industry standards. Dwell cannot be responsible for either content or color reproduction if a SWOP proof is not provided. A proof that is provided, but does not meet SWOP criteria, will be used for content proofing only.

What types of color proofs are acceptable to Dwell?

Dwell requires digital color proofs calibrated to SWOP specifications and output from the final digital file at 100%. All proofs MUST be SWOP-certified with appropriate color bars. Dwell cannot be responsible for either content or color reproduction if a SWOP proof is not provided. A proof that is provided, but does not meet SWOP criteria, will be used for content proofing only.

I need a SWOP-certified proof created.

Who can I contact?

Please email adproduction@dwell.com, and we will gladly refer you to a recommended supplier.

Where do I send my SWOP-certified ad proof?

Please send to:

Dwell Magazine

Attn: Production Department

550 Kearny Street, Suite 710

San Francisco, CA 94108

How do I contact Dwell's production team?

adproduction@dwell.com

FAQs: AdPortal Error Message FAQs

The number of pages found in this document was incorrect. This is not allowed.

The Dwell Ad Portal only accepts single-page PDFs. You can use Acrobat's "Extract pages" function to split into separate files. Once each page is in a separate file, you can resubmit them individually.

An item in your ad has been found to have spot color. This is not allowed.

Dwell requires CMYK colorspace. Review the original file for spot colors, convert to CMYK, and re-upload your file.

Objects with device RGB color space found. This is not allowed.

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

Low resolution: Resolution of XX dpi was less than the allowed amount of 298 dpi. (This message applies to images, illustrations, graphics and line art.)

The image resolution of one or more of your images was less than Dwell's requirement. Check the image/illustration/graphic/line art in the original file. Re-upload your ad with high-resolution images.

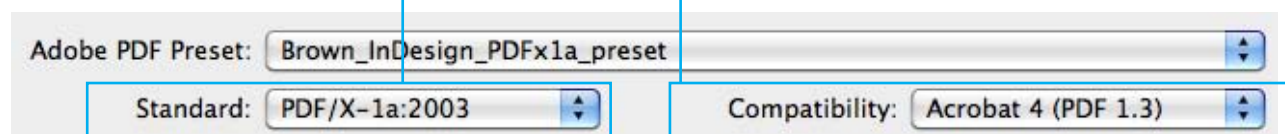
Note: If you choose not to revise with a high-resolution image, Dwell cannot assure satisfactory reproduction of your creative.

The PDF Version of the file is incorrect. This is not allowed.

Dwell requires PDF version 1.3.

Your document was not in PDF/X-1a format as required by your publisher.

In your original file, re-export the file using PDF/X-1a, Version 1.3 settings.



The ad trim size of XX was XX than the ad specification size of 8.375" w x 10.8125" h.

The ad's trim size does not meet Dwell's required trim size, and you must reposition the ad. See Appendix 1 for step-by-step information on how to reposition your ad.

The total ink density of the page exceeds the specified maximum, this is not allowed.

Dwell recommends a maximum ink density of 280%, not to exceed 300%.

For more information on changing the ink density of an image or element of your ad, contact adproduction@dwell.com.

At least one of the fonts found is XX less than the required minimum value of 8 point type.

The size of your type does not comply to Dwells specifications.

Note: If you choose not to revise the font size, Dwell cannot assure satisfactory reproduction of your creative.

Image found with ICC profile.

This is not allowed.

In most instances, this can be corrected by modifying your InDesign export settings. Refer to our recommended setting [here](#).

This text may be outside of the safety area.

This is not allowed.

Before proceeding, confirm all critical text and design elements are within the "safety box." This is also called the "live" area.

There was a separation object found. this is not allowed.

Dwell requires CMYK colorspace. Review the original file for spot colors, convert to CMYK, and re-upload your file.

FAQs: General Dwell Ad Production FAQs

How do I create a press-ready PDF to Dwell's specifications?

[How to Export a PDF](#)

[Dwell InDesign Print Presets](#)

[Dwell Advertising Specifications](#)

What is the safety area?

The safety area/dimension should contain all critical copy and image. Elements outside of this area may be trimmed. This is also called the "live" area.

Where should I place the color bars and crop marks within the file?

Color bars and crop marks must be placed 1/4" (12pt offset) outside the bleed area.

What is Dwell's policy on black type?

Dwell recommends all black type be 100% black (black only). We strongly discourage rich black type, however if used, a minimum of 28-point type is required.

What is Dwell's policy on knocked-out type?

All knocked-out type should be a minimum of 12 points. We cannot guarantee clean registration on smaller knocked out type.

What is the maximum ink density allowed in Dwell?

Dwell strongly recommends a maximum ink density of 280, not to exceed 300%.

What PDF version is needed?

Dwell requires PDF version 1.3.

What file format(s) does Dwell accept?

All ads must be submitted in PDF format, compliant to PDF/X-1a:2001 or PDF/X-1a:2003 standards, and compatible with Acrobat 4 / version 1.3.

Why does Dwell require hardcopy SWOP proofs?

Dwell cannot ensure your color satisfaction without a color proof created to SWOP industry standards. Dwell cannot be responsible for either content or color reproduction if a SWOP proof is not provided. A proof that is provided, but does not meet SWOP criteria, will be used for content proofing only.

What types of color proofs are acceptable to Dwell?

Dwell requires digital color proofs calibrated to SWOP specifications and output from the final digital file at 100%. All proofs MUST be SWOP-certified with appropriate color bars. Dwell cannot be responsible for either content or color reproduction if a SWOP proof is not provided. A proof that is provided, but does not meet SWOP criteria, will be used for content proofing only.

I need a SWOP-certified proof created.

Who can I contact?

Please email adproduction@dwell.com, and we will gladly refer you to a recommended supplier.

Where do I send my SWOP-certified ad proof?

Please send to:

Dwell Magazine

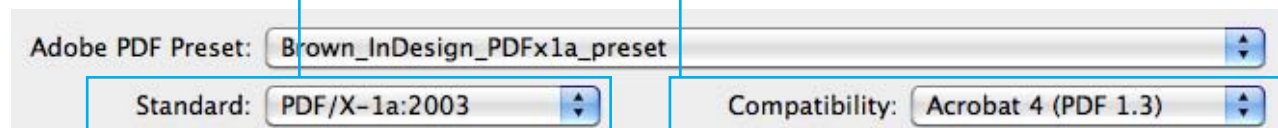
Attn: Production Department

550 Kearny Street, Suite 710

San Francisco, CA, 94108

How do I contact Dwells production team?

adproduction@dwell.com



FAQs: Modern Market FAQs

Where do I send my image and text for my Modern Market advertisement?

Email your materials to:

modernmarket@dwell.com.

If your image size is above 5mb please transmit via FTP to:

Host: ftp.dwell.com

Folder: Incoming

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

Yes, Dwell will send you a low-resolution PDF of the composed final ad for content verification. 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 should I submit the ad's copy?

Please submit copy in the body of an email or in a Word or Text document.

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.

What image format does Dwell accept?

Dwell accepts images in TIFF and JPEG format, but prefers TIFF files. Images saved as Photoshop, Illustrator, or PNGs are not accepted.

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.

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.

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.

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.

FAQs: Modern Market FAQs

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.

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 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.