

# MOBILE HOME PARK

## M A G A Z I N E S

*Serving Individual Mobile Home Parks Since 1974*

### ***Mechanical & Submission Requirements***

#### **Sizes**

We offer six different ad sizes:

Ad Size	Width	Height
Full page	7-7/8" (7.875")	10-3/8" (10.125")
1/2 page - horizontal	7-7/8" (7.875")	5-1/8" (5.125")
1/2 page - vertical	3-7/8" (3.875")	10-3/8" (10.125")
1/4 page - vertical	3-7/8" (3.875")	5-1/8" (5.125")
1/4 page - horizontal	7-7/8" (7.875")	2-1/2" (2.5")
1/8 page	3-7/8" (3.875")	2-1/2" (2.5")

#### **Accepted Formats**

- Electronic submission is the preferred format and will provide highest quality results.
- Ads are accepted electronically in PDF or TIF format.
- All ads will print in black and white (grayscale) unless you purchase a color cover contract (availability is limited).
- Full reverse ads (black backgrounds) will not be accepted. Maximum reverse area allowable is 20%.
- Images must be scanned at 300 dpi or greater.

#### **How to Submit Artwork**

Ad art can be submitted one of two ways:

- Upload electronic version to our website at  
<http://www.mobilehomeparkmagazines.com/mhbsite/advertising/upload/uploadad.asp>
- Mail hardcopy to Mobile Home Park Magazines  
1240-C Mtn View Alviso Rd.  
Sunnyvale, CA 94089

Upon submission, we will confirm receipt of your ad and request your signature to proceed. No art will be run without a signature.

DEADLINES	
Cover art - color	18th two months preceding publication
Change reservation for existing contracts	25th two months preceding publication
Cover art - B & W	1st of the month preceding publication
New and updated ad art	5th of the month preceding publication

*Advertiser assumes liability for all content and layout for all ads. All ads are accepted and published by Mobile Home Park Magazine upon representation that the advertiser is authorized to publish the entire content and subject matter, and that no ad submitted is in violation of a patent, copyright or artist's right of first publication. THE ADVERTISER ASSUMES ALL LIABILITY for claims or suits based on content or subject matter of an ad, and agrees to hold Mobile Home Park Magazine harmless.*

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*Serving Individual Mobile Home Parks Since 1974*

***Let us design your ad for free!***

Mobile Home Park Magazine has a fully-staffed design department to help you with your advertising needs. A professionally designed ad attracts more attention, meaning more phone calls for your business. Here is how the process works:

1. Choose your ad size, regions, and secure an advertising contract.
2. Gather your ad content, including any images/graphics.
3. Provide a rough draft of what you'd like to see, or let us know what's important to be featured in your ad.
4. We will design your ad and fax it to you for review.
5. Make any corrections or changes in the margins and fax the ad form back.  
- OR -  
If the ad is ready, sign your approval and fax the ad form back.

- If needed, a total of three rounds of changes are included free of charge.
- Additional art requirements or changes beyond the scope outlined above will incur a charge of \$25
- Please allow 4-10 days of design and proofing time prior to the deadlines outlined on the Mechanical & Submission Requirements page.

If you have any more questions, please contact your sales representative.

Full Page

7-7/8" x 10-1/8"

Half Page - Horizontal

7-7/8" x 5-1/8"

1/4 Page - Horizontal

7-7/8" x 2-1/2"

Half Page - Vertical

7-7/8" x 10-1/8"

1/4 Page - Vertical

3-7/8" x 5-1/8"

1/8 Page

3-7/8" x 2-1/2"