

# HomeBuyerGuides

Publications have an Annual Circulation of 25,000, except the Atlanta regional guides which have a circulation of 15,000

## AVAILABLE PUBLICATIONS INCLUDE

Greater Atlanta Metro Area:

- Atlanta
- Atlanta Regional Guides (15,000):
- Atlanta – Cobb County
- Atlanta – Gwinnett County
- Atlanta – Inside 285
- Atlanta – North Fulton & South Forsyth County
- South Atlanta
- North Georgia

Baltimore	Charlotte	Dallas-Ft. Worth
Denver	Houston	Kansas City
Nashville	Northern Virginia	Orlando
Philadelphia	Portland	Seattle
St. Louis	Tampa	Triangle
Coming Soon:		
Austin	Jacksonville	San Antonio
Phoenix	Twin Cities	

## WE OFFER 5 AD SIZES:

Size	Price	Specifications
2 Page Spread	\$10,800	Trim 17" x 10.875" Live area 15.75" x 9.75" Bleed 17.25" x 11.25"
Full Page	\$5,821	Trim 8.375" x 10.875" Live area 7.375" x 9.75" Bleed 8.625" x 11.125"
1/2 Page Horizontal	\$3,412	7.25" x 4.75"
1/2 Page Vertical	\$3,412	3.5" x 9.75"
1/4 Page	\$2,130	3.5" x 4.75"
Directory Page	\$950	

## ALSO ON THE WEB AT WWW.HOMEBUYERGUIDES.NET

Include your company on the website companion. Affordable, monthly opportunities are available. 2 SIZES TO CHOOSE:  
 Top or bottom banner = 468w x 60h  
 Skyscraper = 120w x 600h

**OUR PUBLICATIONS REQUIRE ELECTRONIC FILE FORMATS.** High resolution PDF is our preferred format.

**PROOFING AND COLOR ACCURACY.** Our publication is printed CMYK on a heat set web using coated stock. Spot Pantone colors should be converted to CMYK. All BLACK text and rules should be set at 100% BLACK for printing registration purposes. Provide a black and white or 4-color laser proof for content and positioning only. For color matching on press, provide a Match Print proof. **If no proof is provided, publisher will not be responsible for color accuracy.**

**PRINTING RESOLUTION.** Scans and photos should be prepared at a resolution of 300dpi/CMYK as close to 100% of final size as possible. No Internet images will be accepted - the resolution of 72 dpi is too low for printing purposes.

**FOR FULL PAGE ADS.** For bleed ads please add a minimum of 1/8" to the page. The live area is 1/4" from the trim size – please keep all copy within this area to avoid risk of cropping text and necessary content. Ads that do not meet this requirement will be floated within the page.

**FAILURE TO MEET STANDARDS** may cause unpredictable reproduction. Advertisers will be notified of any problems detected in their files and will be given an opportunity to send corrected files. We are not responsible for the content or accuracy of advertising files and disks.

**FOR FRONT COVER ADVERTISERS.** Our covers are designed to maximize advertiser visuals while maintaining a consistent branding strategy in the marketplace; therefore all final cover production is done in-house. Please provide a high-resolution photo at 300dpi and sized to the trim/bleed size of 8.625" x 11.125". A layered photoshop or eps format company logo is also requested for use on the cover. A small amount of text such as a website, tagline or positioning copy is often used. This copy is also set in-house. Logotypes cannot be used for this purpose. Once completed a "soft proof" PDF is emailed for proofing purposes. A soft proof PDF usually provides a good rendition of the final product provided it is viewed on a color calibrated monitor. If absolute color match is critical to your product and you are unsure about your color viewing system, we suggest you order a CMYK MatchPrint from your photo scan.



wielandcommunications inc.

## FOR MORE INFORMATION, CONTACT

Wieland Communications  
 500 Sun Valley Drive, Suite H3 Roswell, GA 30076  
 Phone: 770-998-4999  
 Fax: 770-998-6069  
 E-mail: [lou@homebuyerguides.net](mailto:lou@homebuyerguides.net)