

HOMES & OPEN HOUSES™

YOUR MOST TRUSTED AND UP-TO-DATE REAL ESTATE RESOURCE

SPECIFICATIONS/FILE PREPARATION GUIDE

SUPPLYING YOUR AD MATERIALS -

ALL ADS MUST BE SUBMITTED IN ONE OF THE FOLLOWING FORMATS:

1. High resolution **PDF** and **PDF-X** (Acrobat 4 compatible), with fonts embedded and all colors/images at 300 dpi with cmyk color attributes.
2. High resolution **Photoshop .tif** file at 300 dpi, flattened and compressed (no layers) with CMYK color attributes. We accept TIFF/IT-P1. Save .tifs with Macintosh encoding and LZW compression off.
3. High resolution **Photoshop .eps** file at 300 dpi, flattened and compressed (no layers) with CMYK color attributes.
4. High resolution **Illustrator or Freehand.eps** file with fonts outlined and 300 dpi CMYK images embedded. Be sure the "overprint" is off for all objects in white, otherwise the object may disappear when printed.

Please note: We do NOT accept native files such as Quark Xpress, Illustrator, etc. Files of this type should be converted to PDF Format. We do NOT accept files containing RGB or LAB images, camera ready ads, film or reflective artwork.

PDF INFORMATION

- If QuarkXpress is used to create your ad, use Acrobat Distiller to generate a PDF. You may download The MLS Weekend Homes & Open Houses™ "PDF Assistance" file at www.themls.com/pdfassist to assist you with the distillation of your postscript. Using the "PDF Assistance" file will ensure your PDF to be compatible and print correctly.
- If Adobe InDesign is used, please download The MLS Weekend Homes & Open Houses™ "InDesign Assistance" preset at www.themls.com/designassist when exporting as PDF file.
- OPI Settings - Make sure your PDF does not contain any OPI information. Files containing OPI information look correct on the monitor, but will not print correctly in The MLS Weekend Homes & Open Houses™. Using either of the above "job assistance" files will remove OPI information from the PDF.
- Do not use PDF Writer to create a PDF. The file will not print correctly.
- Use Postscript fonts only. Open-type fonts or True Type fonts may cause type to disappear from your ad.
- All fonts should be embedded.
- If you are having trouble creating your digital file, please contact The MLS® Production Department at 310.358.1833 ext. 145 or email us at production@themls.com.