

INSTRUCTIONS & GUIDELINES

• A final, 100% with crop marks color-accurate proof must accompany your ad.

• Ads on CD with matchprint are preferred.

• Ads may be uploaded to FTP site. Please email Katy Miller to inform her of ad arrival at krmiller@atlantamag.emmis.com.

FTP Site: ftp.emmis.com

Username: atlmag

Password: peaches

* Corrections cannot be made to PDFs. If customer requires a change to a current PDF, the client must submit a new ad.

• **For ad extensions:** Call Katy Miller at 404.527.5521.

• **Send Ads to:**

Atlanta magazine
260 Peachtree St., Suite 300
Atlanta, Georgia 30303

Attention:

Katy Miller
404.527.5521
krmiller@atlantamag.emmis.com

ADVERTISER	AD NAME	INSERTION DATE
ACCOUNT EXECUTIVE	DESIGNER / ART CONTACT (IF DIFFERENT)	
PHONE	PHONE	
E-MAIL	E-MAIL	

CHECKLIST

APPLICATIONS

PDF Files Only

Postscript Level 1 PDF
Resolution 300 dpi

No other formats will be accepted.

MANDATORY Proof Supplied at 100%

- Black & White Laser
 Color Digital Proof
 Matchprint
 Other: _____

MEDIA

- CD
 FTP - Place ad files into the directory marked "Atlanta Mag Ads Go Here." E-mail Katy Miller once upload is complete.

INSERTS

All preprinted inserts must say "Special Advertising Section" at the top of each page, centered in a 9 point, sans serif font.

AD SIZE

Trim Size..... **8" x 10.5"**

- Full Page (with bleed)** 8.25" x 10.75"
(Keep copy .375" from trim edges.)
 Full Page (without bleed) 7.25" x 9.75"
 Spread (with bleed) 16.25" x 10.75"
(Set up as 2 facing full pages; keep copy .375" from trim edges.)
 Spread (without bleed) 16" x 10.5"

Non Bleed

- 2/3 Vertical** 4.625" x 9.5"
 1/2 Island 4.625" x 7.125"
 1/2 Horizontal 7" x 4.625"
 1/3 Vertical 2.25" x 9.5"
 1/3 Square 4.625" x 4.625"
 1/6 Vertical 2.25" x 4.625"
 1/6 Horizontal 4.625" x 2.125"
 1/4 Formatted 3.375" x 4.5"

COLOR

- 4-color ad
 Black & white ad
 • Files are to be set up as CMYK/Process.
 • No spot colors.
 • Due to the nature of the printing process and paper stock used, colors may vary somewhat from supplied proof.

FONTS & IMAGES

- Embed all images.
(Images must be **CMYK, 300 dpi** and either **EPS** or **TIF**. **No JPEGs.**)
 Embed both screen and printer fonts in PDF.

.5" ruled frame MAY be placed on ads



260 Peachtree Street, Suite 300
Atlanta, Georgia 30303

WEBSITE SPECS

Skyscraper Ad Size:

- 160 x 600 pixels, 72 dpi, JPEG format with file size max 1 MB

Button Ad Size:

- 300 x 250 pixels 72 dpi, JPEG format with file size max 1 MB