

INSTRUCTIONS & GUIDELINES

- A final, 100%, color-accurate proof is strongly recommended for color matching.
If we do not receive a proof, we will pull a laser print or Epson proof from the submitted file, and will not be responsible for color or content discrepancies.
- A half-point rule may be placed around the edge of the ad.
- Ads may be emailed directly to Whitney Tomasino (wtomasino@atlantamagazine.com) if less than 6MB max. If larger than 6MB, please contact Whitney, or submit through link below.




Send color proofs to:

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

For ad extensions:

Call Whitney Tomasino at 404.527.5526
or email wtomasino@atlantamagazine.com

<p>FORMAT</p> <p>PDF/X-1a 300 dpi resolution Full page ads must have crop marks.</p> <p>No other formats will be accepted.</p>	<p>4-COLOR PHOTO</p> <ul style="list-style-type: none"> • 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. 	<p>FONTS & IMAGES</p> <ul style="list-style-type: none"> • Embed all images. (Images must be CMYK, 300 dpi and either EPS or TIF. No JPEGs.) • Embed both screen and printer fonts in PDF.
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<ul style="list-style-type: none"> • Please label file by month: January, February, March, etc. 	<ul style="list-style-type: none"> • Please label file by season: Spring, Summer, Fall, Winter 	<ul style="list-style-type: none"> • Please label file by issue: Spring/Summer, Fall/Winter
<p>Trim Size 8" x 10.5"</p> <p>Full Page (with bleed) . . . 8.25" x 10.75" (Keep all copy and logos .25" from trim edges.)</p> <p>Spread (with bleed) 16.25" x 10.75" Set up as 2 facing full pages; keep copy .25" from trim edges.)</p> <p>Non Bleed</p> <p>2/3 Vertical 4.625" x 9.5"</p> <p>1/2 Island 4.625" x 7.125"</p> <p>1/2 Horizontal 7" x 4.625"</p> <p>1/3 Vertical 2.25" x 9.5"</p> <p>1/3 Square 4.625" x 4.625"</p> <p>1/6 Vertical 2.25" x 4.625"</p> <p>1/6 Horizontal 4.625" x 2.125"</p> <p>1/4 Formatted 3.375" x 4.625"</p>	<p>Trim Size 9" x 10.875"</p> <p>Full Page (with bleed) . . . 9.25" x 11.125" (Keep all copy and logos .25" from trim edges.)</p> <p>Spread (with bleed) 18.25" x 11.125" Set up as 2 facing full pages; keep copy .25" from trim edges.)</p> <p>Non Bleed</p> <p>2/3 Vertical 5" x 9.85"</p> <p>1/2 Horizontal 7.75" x 4.8"</p> <p>1/3 Vertical 2.5" x 9.85"</p> <p>1/3 Square 5" x 4.8"</p> <p>1/4 Formatted 3.75" x 4.8"</p>	<p>Trim Size 8" x 10.5"</p> <p>Full Page (with bleed) . . . 8.25" x 10.75" (Keep all copy and logos .25" from trim edges.)</p> <p>Spread (with bleed) 16.25" x 10.75" Set up as 2 facing full pages; keep copy .25" from trim edges.)</p> <p>Non Bleed</p> <p>2/3 Vertical 4.625" x 9.5"</p> <p>1/2 Island 4.625" x 7.125"</p> <p>1/2 Horizontal 7" x 4.625"</p> <p>1/3 Vertical 2.25" x 9.5"</p> <p>1/3 Square 4.625" x 4.625"</p> <p>1/6 Vertical 2.25" x 4.625"</p> <p>1/6 Horizontal 4.625" x 2.125"</p> <p>1/4 Formatted 3.375" x 4.625"</p>