

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.

<https://atlantamagazine.sharefile.com/r-r04d45bec03a480aa>

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

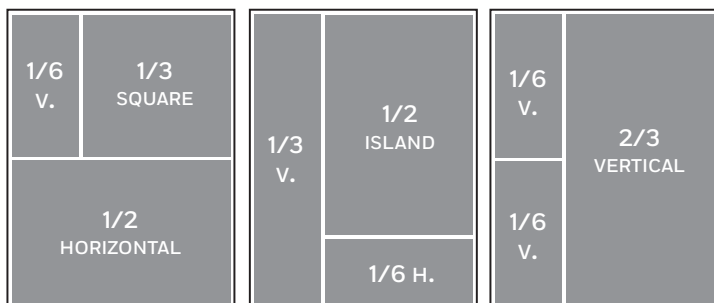
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| <p>FORMAT</p> <ul style="list-style-type: none"> • PDF/X-1a • 300 dpi resolution • Full page ads must have crop mark <p>NO OTHER FORMATS WILL BE ACCEPTED.</p> | <p>4-COLOR PHOTO</p> <ul style="list-style-type: none"> • Files are to be set up as CMYK/Process. • 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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Southbound

MAGAZINE

- Please label file by issue: Fall-Winter or Spring-Summer.
- Advertising files are retained up to one year following their use.
- We cannot guarantee proofs in time for corrections if material is received later than the closing dates. If closing dates fall on a holiday, reservation, cancellations, and advertising files are due the preceding business day.

ADVERTISEMENT SIZES



FILE DIMENSIONS

Trim Size **8" x 10.5"**

Full Page (with bleed) 8.25" x 10.75"
(Keep all copy and logos .25" from trim edges.)

Spread (with bleed) 16.25" x 10.75"
(Set up as 2 facing full pages; keep copy .25" from trim edges.)

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 4.625"