

## 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](mailto: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  
5901-A Peachtree Dunwoody Road  
Suite 350  
Atlanta, Georgia 30328

### FOR AD EXTENSIONS:

Call Whitney Tomasino at 404.527.5526  
or email [wtomasino@atlantamagazine.com](mailto:wtomasino@atlantamagazine.com)

### FORMAT

- PDF/X-1a
- 300 dpi resolution
- Full page ads must have crop mark

**NO OTHER FORMATS  
WILL BE ACCEPTED.**

### 4-COLOR PHOTO

- 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

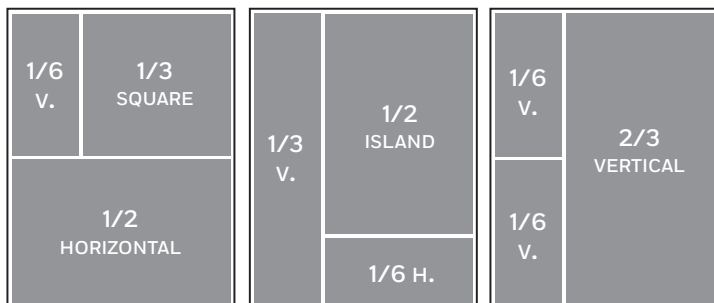
- Embed all images.  
(Images must be **CMYK, 300 dpi** and either **EPS** or **TIF**. **No JPEGs.**)
- Embed both screen and printer fonts in PDF.

# southbound

MAGAZINE

- Please label file by issue: Spring, Summer, Fall, Winter.
- 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"

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

**Full Page (with bleed)** ..... 8.25" x 10.75"  
(Keep all copy and logos .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"