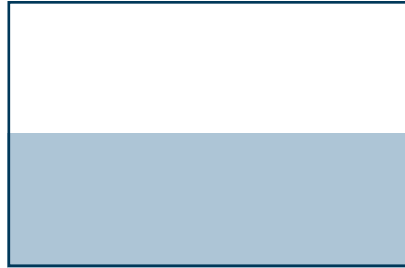


Advertising Requirements



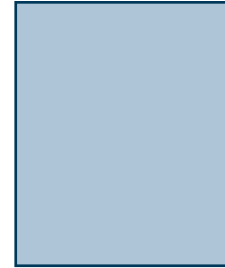
2 Page Spread

Final Trim Size: 16.25"w x 10.8125"h
Bleed: 16.5"w x 11.0625"h



1/2 Page Horizontal Spread

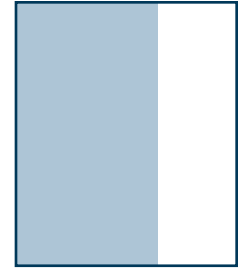
Final Trim Size: 16.25"w x 5.5"h
Bleed: 16.5"w x 5.75"h



Full Page

Standard (No Bleed):
7"w x 10"h

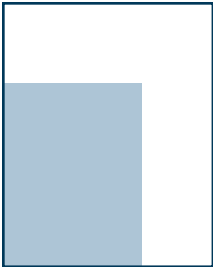
Final Trim Size:
8.125"w x 10.8125"h
Bleed:
8.375"w x 11.0625"h



2/3 Page

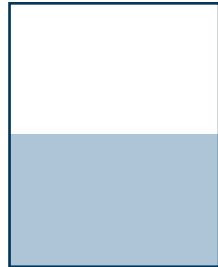
Standard (No Bleed):
4.693"w x 10"h

Final Trim Size:
5.185"w x 10.8125"h
Bleed:
5.435"w x 11.0625"h



1/2 Page Vertical

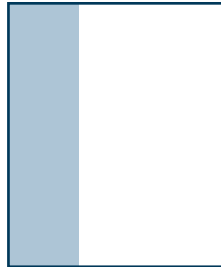
Standard:
4.693"w x 7.4375"h



1/2 Page Horizontal

Standard (No Bleed):
7.1"w x 4.875"h

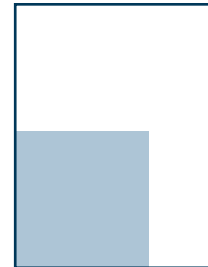
Final Trim Size:
8.125"w x 5.5"h
Bleed:
8.375"w x 5.625"h



1/3 Page Vertical

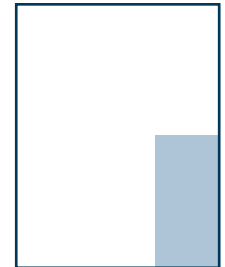
Standard:
2.25"w x 10"h

Final Trim Size:
2.733"w x 10.8125"h
Bleed:
3"w x 11.0625"h



1/3 Page Horizontal

Standard:
4.693"w x 4.875"h



1/6 Page

Standard:
2.25"w x 4.875"h

Bleed Ads: Keep live copy within standard ad dimensions. (The live text area of the ad must be at least 1/4" in from the final trim dimensions on all sides, and the bleed must be at least 1/8" beyond the final trim dimensions on all sides.) Allow an extra 1/4" in gutter on spread bleed ads. Maximum density for four-color process is 280%.

Printing: By web offset on publication-grade gloss.

Trim size: 8 1/8" x 10 13/16"

Preferred Material: PDF file preferred.
See Electronic File Guidelines for other options.

Color Proofs: High resolution color proof.

Binding: Perfect bound.

Screens: 133-line screen, or up to 150-line screen.

Advertising Policies

Bleeds: No charge. See mechanical requirements.

Contract Year: Advertising must be inserted within one year of the first insertion to earn frequency discount rates. Specific months must be listed for contract advertising insertions – otherwise each insertion will be billed at the one-time rate until a frequency rate is earned.

Short Rates: Advertising ordered at a frequency discount rate and not earned within one year will be billed at the earned rate (short rate). No cash rebates will be made.

Copy Responsibility: Submission of copy is responsibility of the advertiser. Copy from the last insertion will be run if the new copy is not received by the materials deadline date. If no previous insertion is available, client will be liable for the cost of the contracted space not used, and the space will be allocated at the discretion of the publisher.

Continued on other side

Advertising Policies

Continued...

Copy Authorization: All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter therein. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

Copy Acceptance: The publisher reserves the right to reject any advertising. Advertising that resembles editorial may be marked "Advertisement" by the publisher. Any reference to *Georgia Trend* in advertisement, promotional materials or merchandising by an advertiser or agency is subject to approval by the publisher.

Change in Rates: Advertising rates may be changed upon 90-day notice to advertisers under contract. For new advertisers, the rates are effective with the published date on the new rate card.

Special Positions: An extra 15% computed on applicable black & white rate. Subject to availability.

Verbal Commitments: All verbal orders are considered binding unless canceled in writing prior to space closing date.

Cancellations: Cancellations must be in writing and are not accepted after space closing dates. Cover contracts cannot be canceled.

Commissions: 15% to recognized agencies. Production charges are non-commissionable.

Terms: Payment due upon receipt of invoice. No cash discounts allowed.

Advertising Materials:

All proofs should be shipped to:
Georgia Trend, Advertising Department
5880 Live Oak Parkway, Suite 280
Norcross, GA 30093
Phone 770-931-9410

All digital advertising files under 10 MB should be emailed to heidi@pixelperfectdesign.net
Ads that are over 10 MB can be sent on CD, DVD, uploaded to an ftp site, or www.yousendit.com. If using your ftp site, please send download information to heidi@pixelperfectdesign.net

Call the production department at extension 25 for shipping instructions on inserts. Cartons must be clearly marked with the issue of the insertion and the words: "Georgia Trend."

Electronic File Guidelines:

Acceptable file formats:

- PDF Files Preferred
- TIFF and EPS files are also acceptable, as well as certain native files (provided all images and fonts are included)
- Acceptable native file programs include:
 - QuarkXpress
 - Adobe InDesign
 - Adobe Illustrator
 - Adobe Photoshop
- If sending ad in PDF format, please note the following:
 - Postscript fonts only
 - All fonts must be embedded
 - File must be exact size of ad
 - PDF file must be created at 300 DPI or higher
 - Bleeds must be indicated; please allow 1/8" bleed, all sides
 - Crop marks should be included for bleed ads
 - CMYK required; no RGB images will be accepted

Page Files:

- Documents should be built according to final trim size.
- Bleed page files must extend 1/8" beyond final trim on all sides.

Fonts:

- Only Adobe Postscript, Adobe Type 1 and open type fonts are accepted.
- Include all printer and screen fonts.
 - Include any fonts in image or art files that are not converted to curves.
 - True Type fonts are not acceptable for these guidelines.

Image Files:

- Images should be high resolution, 300 DPI resolution at printing size.
- Single channel EPS or TIFF formats.
- CMYK only, no RGB.
- Update all files prior to shipping.

Files that do not meet the above requirements or ads that require production will be billed art charges at \$75.00 per hour.