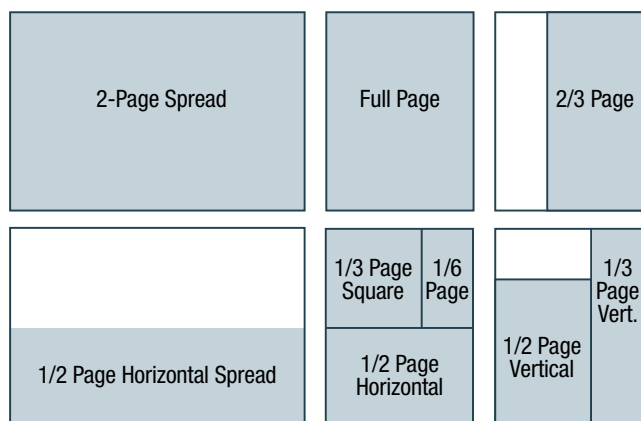


Advertising Specs



AD SIZES (all measurements are in inches):

Ad Unit	Width	Depth
2-page spread	16.5	11.0625
will be trimmed to	16.25	10.8125
1/2 page horizontal spread	16.5	5.75
will be trimmed to	16.25	5.5
Full page – standard	7	10
Full page – bleed	8.375	11.0625
will be trimmed to live area	8.125	10.8125
	7.375	10.0625
2/3 page – standard	4.5625	10
2/3 page – bleed	5.5	11.0625
will be trimmed to	5.25	10.8125
1/2 page vertical	4.5625	7.4375
1/2 page horizontal	7.125	4.965
1/2 page horiz. – bleed	8.375	5.84
will be trimmed to	8.125	5.715
1/3 page vertical	2.25	10
1/3 page square	4.5625	4.875
1/6 page	2.25	4.875

Send Files

UNDER 10 MB: email to heidi@pixelperfectdesign.net

OVER 10 MB: www.dropbox.com or www.hightail.com

Please send download information to heidi@pixelperfectdesign.net

Any Questions

CONTACT: Amanda Patterson, Advertising Director, 770.558.8701 or patterson@georgiatrend.com

BLEED ADS: Keep live copy within standard ad dimensions. Text and logos must be at least .375" in from the final trim dimensions on all trimmed sides, and the bleed must be at least .125" beyond the final trim dimensions on all sides. Allow an extra .25" in gutter on spread bleed ads.

PDF file preferred.

See Electronic File Guidelines for other options.

Binding: Perfect bound.

IMAGE FILES:

- Images should be high resolution, 300 dpi at printing size.
- CMYK only, no RGB.

Electronic File Guidelines

ACCEPTABLE FILE FORMATS:

PDF FILES PREFERRED

If sending ad in PDF format, please note the following:

- All fonts must be embedded
- PDF file must be created at 300 DPI or higher
- For bleed ads, bleeds must be indicated. Allow at least .125" bleed, all sides. **Keep all text and logos at least .375" inside trim.**
- Crop marks should be included for bleed ads
- CMYK required
- 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:
 - Adobe InDesign
 - Adobe Illustrator
 - Adobe Photoshop

Inserts

Call the production department at 770-558-8703 for shipping instructions on inserts. Cartons must be clearly marked with the issue of the insertion and the words: "Georgia Trend."

770.558.8701

