

# ATLANTA HOMES & LIFESTYLES

## 2020 PRINT SPECIFICATIONS



### AD SPECS

<b>AD SIZE</b>
SPREAD
FULL
1/2 PAGE VERTICAL
1/2 PAGE HORIZONTAL
1/4 PAGE

<b>BLEED</b>
18.25" x 11.125"
9.25" x 11.125"
4.6875" x 11.125"
9.25" x 5.625"
N/A

<b>NON-BLEED</b>
16.75" x 9.625"
7.75" x 9.625"
3.8125" x 9.625"
7.75" x 4.75"
3.8125" x 4.75"

### PUBLICATION SPECS

- Magazine trims to 9" x 10.875" — Bleed size is 9.25" x 11.125"
- Keep live matter .375" from all sides that bleed; .25" from trim
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed
- Allow .1875" safety at gutter of spreads
- Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications

### PRODUCTION RATES

- Fifth Color/PMS ink charge: \$500
- Special Positioning: add 10% to applicable frequency rate
- Agency Discount: A 15% discount is allowed for recognized advertising agencies furnishing print-ready digital files

### FORMATS & REQUIREMENTS

- InDesign CS5, Illustrator CS5, Photoshop, PDF/x-1a
- CMYK or grayscale (not RGB) with spot colors off
- Include all Macintosh screen and printer fonts
- Use actual fonts; do not apply "local" or "menu" style attributes. We do not accept MS Publisher files or PC fonts
- 300 dpi resolution. Photos/logos taken from the web are usually 72 dpi and therefore not acceptable for printing

### FILE TRANSFER

Files can be submitted via e-mail (if less than 8MB), WeTransfer, YouSendIt or Dropbox

NOTE: We will make an attempt to recognize inaccurate files submitted by an agency, but are not responsible for printed material from faulty artwork. For more information, please contact Quincy Wise at (404) 965-4482 or [qwise@esteemmedia.com](mailto:qwise@esteemmedia.com).



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