

ATLANTA APPAREL GUIDE SPECIFICATIONS

TRIM SIZE: 5¼ (width) x 8½ (depth)

All materials must be received in an electronic format that adheres to the following specifications:

- Adobe Acrobat 1.3 PDF files with embedded fonts and hi-res images is the preferred file format.
- Art files, layout files, and all fonts may be provided on MAC/PC formatted Zip, CD or DVD with a SWOP certified proof. All filenames must include the appropriate extension (.pdf, .qxd, .qxp, .ind, .indd, .tif, .jpg, .eps, etc.)
- All colors must be CMYK. A SWOP certified proof must be sent or publisher will not be responsible for the outcome.
- Images must be a minimum of 200 dpi at 100%. Website images of 72 dpi increased to a higher dpi are not appropriate for printing.
- Page layouts must be in QuarkXPress, Adobe Pagemaker or InDesign. All colors must be converted to process.
- Illustrator may be used for page layout if it the file is saved as an eps and includes all fonts and images.
- If programs not intended for professional layout such as Adobe Photoshop, Microsoft Word, or Microsoft Publisher are used for page layout, the publisher cannot be held responsible for the outcome.
- Fonts must be Type 1 Adobe fonts. True type fonts should be avoided.
- Unless requested, no proofs will be mailed out for supplied ads.

NOTE: St Ives will not issue any credits, nor be held financially responsible, for the creative quality of adjustments performed on ads not following these specifications in order to meet print criteria.

All materials should be sent by a 'trackable' courier to:

AMC Publications – *Atlanta Apparel Guide*
c/o St Ives Creative
2025 McKinley Street
Hollywood, FL 33020

Email: AMCads@st-ives-usa.com for correspondence only. 305.685.7381

Instructions for Ad Uploads:

- 1 Go to: <http://internetgateway.wamnet.com>
- 2 Enter your username: americas
and password: ads4amc
- 3 Log in as Secure
- 4 Select Send and Click on Create Package
- 5 Choose File (You may select folders too, by clicking on the Select Folder Link)
- 6 Fill out the information below:
Job ID = Your Ad Name and Publication
Client ID = Your Company Name
(If need to receive notification of package being delivered, enter email address on the email address field.)
- 7 Click on Submit

NOTE: A new drag and drop interface is available to easily upload files. Please send an email to response.center@st-ives-usa.com to receive links for downloading the software installer.

