

**AMERICASMART® THE ATLANTA BUYER'S GUIDE SPECIFICATIONS**

TRIM SIZE: 5½ (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: Angstrom Graphics 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.

Deadline for Materials:

- January 2011 Guide: 12/03/10
- July 2011 Guide: 06/10/11
- March 2011 Guide: 02/14/11
- September 2011 Guide: _____

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

AMC Publications – Atlanta Buyer's Guide
c/o Angstrom Graphics
2025 McKinley Street
Hollywood, FL 33020

Email: AMCads@angstromgraphics.com for correspondence only. 954-920-7300

Instructions for Ad Uploads:

1. Go to: <http://florida2.aglivelink.com>
2. Username : buyersguide
3. Password: buyers
4. Log In
5. Click on AMC_Market_Magazine_Upload
6. Click on the Upload Files button.
Mac Users: Please make sure to click on the box "Allow all florida2.aglivelink.com Applets" when prompted.
PC Users: Please make sure to click on the "Always Trust" box and Run the Application when prompted.
7. Rename the Upload Name on the Upload Files window. Please name the upload the name of the Ad.
8. Enter your Ad name and company name and contact information/phone number in the Notes Section. Add any instructions pertaining to your ad.
9. Compress or Zip your files for a faster upload.
10. Drag the Files in the Window and click UPLOAD.
11. Please call or email for assistance. (954) 926-4902

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

