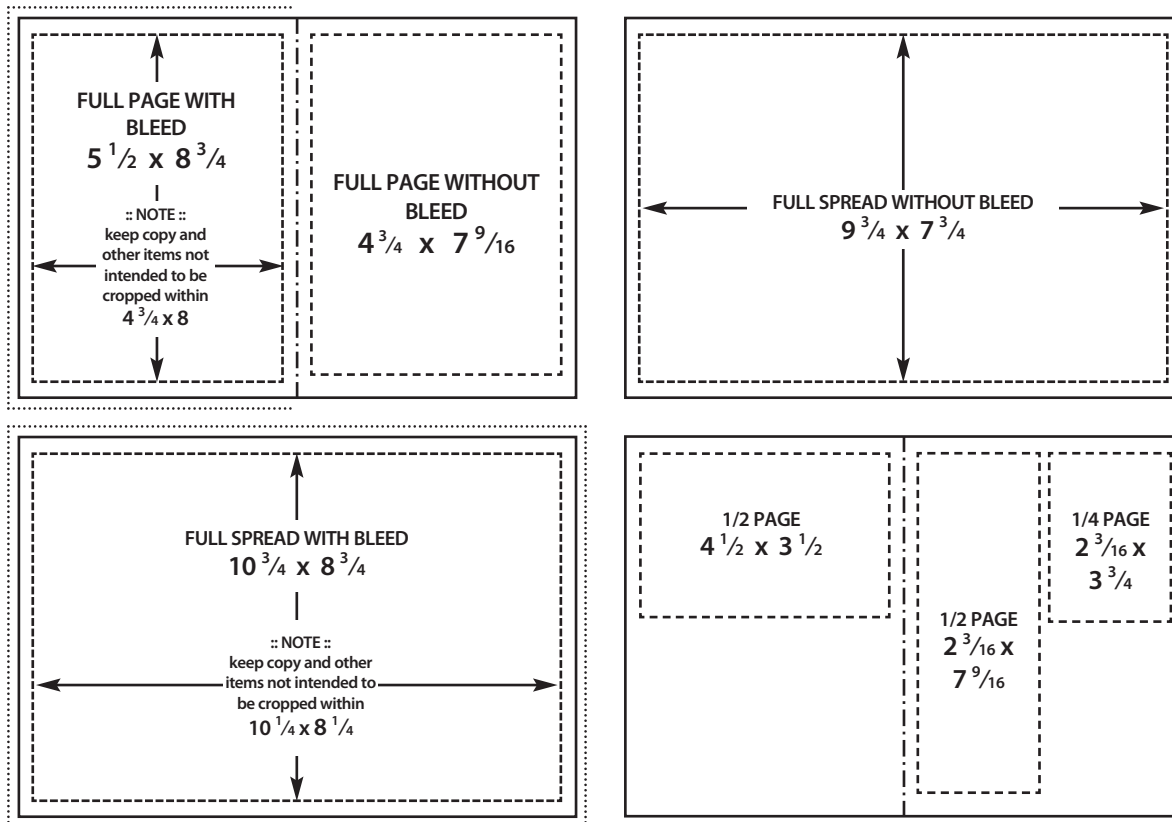


# THE ATLANTA APPAREL GUIDE 2012 SPECIFICATIONS

TRIM SIZE:  $5\frac{1}{4}$  (width) x  $8\frac{1}{2}$  (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:

February 2012: 1/06/12  
 April 2012: 03/16/12  
 June 2012: 05/11/12  
 August 2012: 07/12/12  
 October 2012: 09/10/12

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

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

Email: [AMCads@angstromgraphics.com](mailto:AMCads@angstromgraphics.com) for correspondence only.  
 954-920-7300

## Instructions for Ad Uploads:

1. Go to: [ag.wamnet.com](http://ag.wamnet.com)
2. Username: amcuploads
3. Password: upload1
4. After log in, click on Transfer Files on upper right hand corner and create New Package
5. On the Files panel, choose your files by clicking on the Choose File buttons
6. You MUST select the Complete Job Ticket to fill out information for the publication you are uploading files for.
7. You may also fill out Job ID and Client ID. Job ID will be the name of your Ad and the Client ID will be your company's name.
8. You can add a notification e-mail to let you know that the upload was completed and sent.
9. You may also download a Submission Icon for optional uploading procedure: <https://ag.wamnet.com/iconAcceptDownload.jsp?iconID=24330&language=en>
10. Please call or email for assistance. (954) 926-4902

**NOTE:** Your Java script may need to be updated in order to use this service. If necessary, please go to [java.com](http://java.com) and download the latest version of Java.