

The Market! Magazine

July 2008 Specifications

TRIM SIZE: 8 $\frac{1}{8}$ (width) x 10 $\frac{7}{8}$ (depth)

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

- Art files, layout files and all fonts must be provided on MAC/PC formatted Zip, Jazz, CD or DVD with a color contract proof.
- All colors must be CMYK. Without a color contract proof, the publisher cannot be held responsible for the outcome.
- Art and Logos should be at least 300 dpi at the desired print size and must originate in Adobe Photoshop, Adobe Illustrator or Freehand.
- Website images of 72 dpi increased to a higher dpi will not be accepted.
- Page layout must be in Quark Xpress, Adobe Pagemaker or InDesign.
- Illustrator is accepted for page layout if it is saved as an eps and includes all fonts and images.
- If using Photoshop for page layout, the publisher cannot be held responsible for the outcome.
- Fonts must be Type 1 Adobe fonts. True type fonts cannot be used.
- No e-mailed files will be accepted.
- Color proofs must accompany artwork.
- Unless requested, no proof will be mailed out for supplied ads.

NOTE: St Ives will not be held responsible for the creative quality of adjustments needed to meet print criteria on those ads not following these specifications.

Deadline for Materials:

March 28, 2008

All materials should be sent by a 'trackable' courier to:
AMC Publications-TheMarket! Magazine
c/o St Ives Creative
13449 NW 42 Avenue
Miami, FL 33054

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

Instructions for ad uploads to AmericasMart Ads Workflow:

- 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: The AmericasMart Ads Workflow Interface may change in the near future as we work hard to make the Upload experience as easy as possible.

