

TECHNICAL SPECIFICATIONS

2018 Annual Meeting Magazine



Colors: The entire publication is printed CMYK, 4-color process; however, your black and white ads are welcomed.

Sizes: (1st Dimension is Horizontal; 2nd is Vertical):

- 4-color full page ad w/bleed 8.5 x 11 + .125 inch bleed (7.5x10 live area)
- B&W full page ad w/bleed 8.5 x 11 + .125 inch bleed (7.5x10 live area)
- Full page no bleed 7.5 x 10"
- Half page horizontal 7.5 x 4.625"
- Half page vertical 3.625 x 10"
- Quarter Page 3.625 x 4.625"
- Eighth Page 3.625 x 2.3125"

Digital files in CMYK mode are the preferred format in which to submit ads. Do not submit ads in .gif format.

InDesign CS6 or lower files, vectored .eps files created in programs such as Adobe Illustrator, 300 dpi .tif files, 300 dpi .jpg files or Press Resolution PDF files are preferred.

Please be sure all the elements in your ad are CMYK and NOT RGB.

Digital files e-mailed (or provided on CD/DVDs) must include all graphics files and fonts used in the ad. Ads which do not conform to the above sizes will be reduced or enlarged to agree with the specifications. Mac fonts will substitute the PC fonts.

The *Southern Annual Meeting Magazine* is created in **InDesign CS6 for Macintosh**. The following programs are acceptable for submitting files:

- InDesign CS6 or lower for Windows or Mac
- Photoshop CS6 or lower for Windows or Mac
- Adobe Illustrator CS6 or lower for Windows or Mac (Convert text to outlines on PC, provide fonts on Mac.)
- PageMaker 7 for Mac

When e-mailing digital files, use WinZip (Windows) or Stuffit (Mac) to compress all your files into one archive file first. This cuts down on transmission time.

If you are submitting digital photographs, they need to be in the highest resolution possible.

Digital files may be submitted directly to design@ramamc.com. If you have ANY questions about how your ad should be submitted, please email our designers your questions.

You may mail your digital files on CD/DVD to The Southern. Please include a print out of your ad, and all fonts and graphics used in the ad and mail everything to:

The Southern
3459 Lawrenceville-Suwanee Rd. Suite C
Suwanee, GA 30024
Phone: 770-932-3263