

TECHNICAL SPECIFICATIONS

2021 Annual Meeting Magazine Advertising



The *Southern Annual Meeting Magazine* is created in **InDesign CC**.

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"

Preferred file format: 300 dpi .tif, 300 dpi .jpg, or press-resolution PDFs.

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

Digital files 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.

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 brahm@asginfo.net. 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
P.O. Box 2289
LaGrange, GA 30241
Phone: 770-932-3263