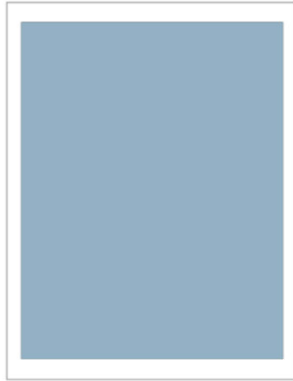


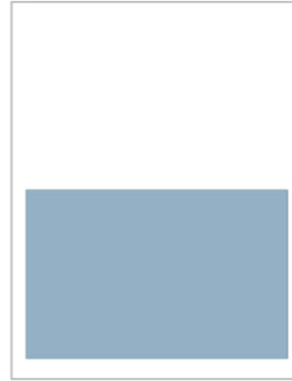
## AD SPECIFICATIONS



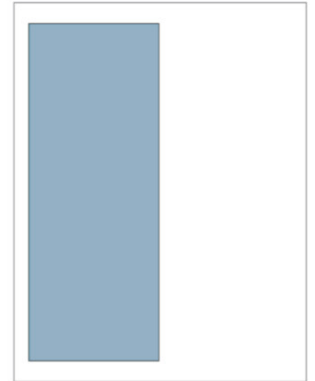
**Full Page with Bleed**  
 8.625" w x 11.125" h  
 Trims to 8.375" w x 10.875" h



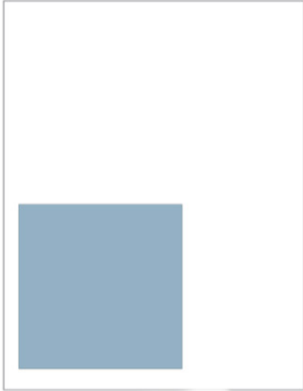
**Full Page**  
 7.375" w x 9.75" h



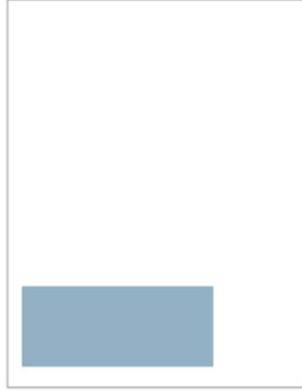
**1/2 Page Horizontal**  
 7.375" w x 4.625" h



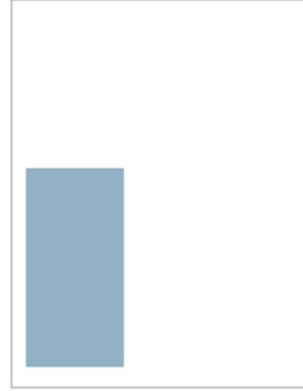
**1/2 Page Vertical**  
 3.375" w x 9.75" h



**1/3 Page**  
 4.625" w x 4.625" h



**1/6 Page Horizontal**  
 4.625" w x 2.125" h



**1/6 Page Vertical**  
 2.125" w x 4.625" h

**Book trim size:** 8.35" w by 10.875" h

**Live area and bleed:** all copy or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.

**Image requirements:** all images provided for ads should be final, color corrected, high resolution (minimum of 300dpi) CMYK. No spot colors are accepted. TIF or EPS file type is recommended. High resolution images should not be scaled up more than 115% to maintain image quality.

**Mechanical/Electronic Requirements:** one set of progressive proofs or a color match print must be sent with all color ads. All color ads are to be 4-Color Process CMYK only. Ads that bleed should measure 8.625" wide by 11.125" long. This includes a 1/8" bleed on all sides. We accept PDF, EPS, TIF or JPEG file formats. Files must be supplied with a resolution of no less than 300 DPI. All color images must be CMYK format. Ads must be actual size. There will be a \$45/hour charge for ads or artwork (i.e. logos or photographs) that fail to meet specifications. Ads requiring more than two proofs or extensive changes will be charged \$45/hour upon completion of ad.

**Disclaimers:** \*If files are prepared improperly and mechanical requirements are not met or an acceptable proof of the ad is not supplied, Southwest Georgia Living Magazine will not guarantee the reproduction or the ad.

Due to the nature of the printing process and paper stock used, colors may vary somewhat from supplied proof.