

A T L A N T I C BUSINESS

Your **competitive** advantage.

SUBMITTING ADS

Print advertising, points to remember:

- **We prefer PDF format when possible.**
- We do not accept Microsoft Office documents.
- If submitting ad as a high resolution PDF, we recommend using Adobe Acrobat Distiller. If you don't have Adobe Acrobat Distiller, we can provide correct settings for Quark or other Adobe products.
- Use easily identifiable file names, preferably 8 characters or less.
- If using **Quark, Indesign or Illustrator** please provide all companion imports such as illustrations or photos (saved as EPS or TIFF) and typefaces. Where possible, convert text to outlines.
- All images must be **cmymk** color. RGB files will not print correctly.

Online advertising, points to remember:

- Maximum file size for submitted ads is 40k.
- Animations should be no more than 15 seconds duration.

How to submit ads

Via FTP

Email the art director (jmiller@atlanticbusinessmagazine.com) a JPG proof of the ad, along with a note indicating: the contact person's name and phone number; the magazine (*Atlantic Business* or *Natural Resources*) and issue for which the ad is booked; and, whether the file was created on Mac or PC.

Hostname: atlanticbusinessmagazine.com
User ID: abmads.atlanticbusinessmagazine.com
Password: jason

Via mail or courier

Label your disk (CD or DVD) with the name of the ad along with the company/organization booking the ad as well as the contact person's name and phone number. You should also note whether these are Mac or PC-created files as well as the magazine (*Atlantic Business* or *Natural Resources*) and issue for which the ad is booked. Send your disk, along with a print copy of the ad (printed at actual size and colour) to:

Mailing Address

Art Department
P.O. Box 2356, Station C
St. John's, NL
A1C 6E7

Courier Address

Art Department
Suite 302
95 LeMarchant Road
St. John's, NL
A1C 2H1
Tel: 709-726-9300

For more information

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