

File Formats Accepted:

Adobe Acrobat Portable Document File (PDF) is the preferred file format accepted for ads. All fonts used must be embedded in the final pdf. Please save as PDFversion seven (7). Any photos or art with PMS, Pantone or spot colors must be converted to CMYK and be minimum 300 dpi resolution. Film, photographic originals or other printed materials as camera-ready copy are not acceptable. Files must be created by layout programs such as InDesign, Quark, Illustrator or Photoshop and exported or saved as a pdf document. **Ads created in other programs produce unfavorable printing results and are not acceptable.**

Graphics and Photos:

Follow our guidelines to insure best results for highest ad reproduction quality. All graphics, logos and photos must be high resolution, 300 dpi or higher to size. Formats accepted are PDF, TIFF, PSD, EPS or JPEG images. Include all linked photos. We will not use Web site images (72 dpi) or low pixel digital images.

Production Charges:

As a service to our clients, *Alaska Business Monthly* offers creative design and ad production services. Cost is based on the size of the ad. The basic production fee for ads produced by ABM includes two client proofing cycles and inclusion of up to three illustrations (logo, line art or photos). Changes to existing ads will incur a minimum charge of \$25. **PLEASE NOTE:** All Files will be assessed as to their usability, and an estimate given if any additional charges may incur to fix or re-size the ad.

Publisher cannot guarantee color mis-matching on material received for which no hard-copy proof was provided. *Alaska Business Monthly* is not responsible for any errors or omissions on ads submitted without a proof. If your ad was e-mailed to us, please send hard copy proofs to:

Advertising Production Coordinator
Alaska Business Monthly
501 W. Northern Lights Blvd.,
Suite 100
Anchorage, AK 99503

MECHANICAL SPECIFICATIONS

Full Page Trim Size:
 8.25" x 10.625" (8½ X 10⅝)

Full Page with bleed:
 8.5" x 10.875" (8½ X 10 ⅞)

Full Page Live Area:
 (non-bleed) 7" x 10"

Format:
 Three columns (2.25" x 10") per page.

Printing:
 Magazine is printed on heatset web offset press on publication-grade enamel stock and is perfect bound.

Very Important —

Write this information in the body of your e-mail or on the disk itself:

- a:** Company name, contact person and phone number
- b:** Platform/Operating System (PC or Mac)
- c:** The ad's size, shape and color (b/w or 4C).
- d:** The PDF version you used to create the file(s).
- e:** Issue month of ad to run and current date.

Digital On-Disk:

We accept CDs or DVDs which have been properly closed (all ad fonts and graphics embedded). Unless specifically requested, we do not return disks. Files that we receive on disk require special handling and need to be submitted by the space reservation date.

E-Mailing to ABM:

We receive most ads via e-mail. Please e-mail pdf file to your account manager and include in the subject line your company name and the issue date of the ad you are sending.

Submit ads electronically to your account manager and cc: materials@akbizmag.com.



Ad Dimensions

SIZE	WIDTH	DEPTH	(DECIMAL Inches)
2 Page Spreads (bleed)	17" X	10 ⁷ / ₈ "	17" X 10.875"
No-Bleed Spread	15" X	10"	15" X 10"
Full Page Bleed	8 ¹ / ₂ " X	10 ⁷ / ₈ "	8.5" X 10.875"
Full Page Trim size	8 ¹ / ₄ " X	10 ⁵ / ₈ "	8.25" X 10.625"
Full Page Live Area (non-bleed)	7" X	10"	7" X 10"
2/3 Page Vertical	4 ⁵ / ₈ " X	10"	4.625" X 10"
1/2 Page Vertical	4 ⁵ / ₈ " X	7 ⁵ / ₁₆ "	4.625" X 7.3125"
1/2 Page Horizontal	7" X	4 ⁷ / ₈ "	7" X 4.875"
1/3 Page Vertical	2 ¹ / ₄ " X	10"	2.25" X 10"
1/3 Page Horizontal	4 ⁵ / ₈ " X	4 ⁷ / ₈ "	4.625" X 4.875"
1/6 Page Vertical	2 ¹ / ₄ " X	4 ⁷ / ₈ "	2.25" X 4.875"
1/6 Page Horizontal	4 ⁵ / ₈ " X	2 ⁵ / ₁₆ "	4.625" X 2.3125"
Market Square	2 ¹ / ₄ " X	1 ¹⁵ / ₁₆ "	2.25" X 1.9375"
Market Square (2) Horizontal	4 ⁵ / ₈ " X	1 ¹⁵ / ₁₆ "	4.625" X 1.9375"
Market Square (2) Vertical	2 ¹ / ₄ " X	4"	2.25" X 4"
Market Square (3) Horizontal	7" X	1 ¹⁵ / ₁₆ "	7" X 1.9375"