

2010 SPECIFICATIONS

| | Bleed | Non-Bleed |
|----------------------------|-------------------|------------------|
| Spread | 18.25" x 11.125" | 16.75" x 9.625" |
| Full | 9.25" x 11.125" | 7.75" x 9.625" |
| 1/2 Page Vertical | 4.6875" x 11.125" | 3.8125" x 9.625" |
| 1/2 Page Horizontal | 9.25" x 5.625" | 7.75" x 4.75" |
| 1/4 Page | N/A | 3.8125" x 4.75" |

FILE TRANSFER

- Files can be submitted via E-mail (if less than 8MB), CD, DVD or FTP

FORMATS

- QuarkXPress 7
- InDesign CS3
- Illustrator CS3
- Photoshop
- PDF/x-1a (Vector)

**we do not accept MS Publisher files or PC fonts.*

QUARK/INDESIGN REQUIREMENTS

- CMYK or grayscale, with spot colors off
- Include all Macintosh screen and printer fonts
- Use actual fonts; do not apply "local" or "menu" style attributes

PHOTOSHOP REQUIREMENTS

- CMYK or grayscale (not RGB) mode
- 300 dpi resolution (Photos or logos taken from a website are usually 72 dpi and therefore not acceptable for printing)

PDF REQUIREMENTS

- Must be a PDF/x-1a (Vector). We define PDF/x-1a Vector as a PDF that was generated on a Mac or PC layout application, printed to a Postscript file, and distilled into a PDF file. We do NOT accept PDF/x-1a Raster files
- PDF/x-1a at 300 dpi resolution
- Embed all images and fonts
- Composite CMYK with layers/transparencies flattened

COLOR PROOF

- If color is critical, a SWOP certified color accurate proof can be submitted. The proof is subject to evaluation

**We will make an attempt to recognize inaccurate files submitted by an agency, but are not responsible for printed material from faulty artwork.*

PUBLICATION SPECS:

- Magazine trims to 9" x 10.875"
- Bleed size is 9.25" x 11.125"
- Keep live matter .375" from all sides that bleed; .25" from trim
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed
- Allow .1875" safety at gutter of spreads
- Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications

**visit ncitools.com for additional help*

PRODUCTION RATES: Fifth Color/PMS ink charge: \$500

SPECIAL POSITIONING: Add 10% to applicable frequency rate

AGENCY DISCOUNT: A 15% discount will be allowed to recognized advertising agencies furnishing print-ready digital files

PAYMENT TERMS: Half of the first insertion is due with signed contract if the advertiser is a new account to NCI

FTP SITE INSTRUCTIONS:

TO UPLOAD AN AD ONTO OUR FTP

Create a folder containing all of the necessary files, including fonts, and compress it using Stuffit (Macintosh) or WinZip (Windows).

Include a plain-text "Read me" file with; the advertiser's name, a contact name, your phone number and e-mail address, a list of the included files, and any special instructions.

ACCESS

Using an FTP program such as Fetch, Transmit, or WS_FTP, enter the following:

Host: ftp.nci.com
User Name: ahlads
Password: ads21

Drag and drop your file(s) onto the page.

FREE TRIALS OF FTP SOFTWARE

can be downloaded from the following locations:

MAC USERS:

Stuffit (for compression) from www.stuffit.com
Fetch from www.fetchsoftworks.com
Transmit from www.panic.com

PC USERS:

WinZip (for compression) from www.winzip.com
WS_FTP from www.ftpplanet.com/download.htm

For more help, please contact Elizabeth Anderson at 404.965.4478 or eanderson@atlantahomesmag.com