

Georgia Music News

218 Willis Drive
Stockbridge, GA. 30281

Policy/Production Notes

Policies

Discounted Advertising Insertions: All advertisers wishing to receive the frequency discount must adhere to the contracted advertising schedule, and submit an Ad Authorization Form showing expected ad frequency and size. Otherwise, advertising will be billed at the per insertion rate. Mixing ad sizes during publication year is acceptable.

Payment: Payment is expected to be received 30 days after date of invoice.

Artwork Submission Requirements: Any changes that are made to your artwork to fit the required specifications will be billed to you at the rate of \$100 per hour. To avoid any dissatisfaction with the publication of your ad, please prepare all ads to the exact dimensions and formats specified in the "Acceptable Ad Format" section below.

Advertisers are responsible for submission of advertising materials by the deadlines noted on the ad authorization form. **If you checked that you will send a new ad with each insertion on the ad authorization form, please make sure the new ad reaches the GMEA office by the deadline.**

Rates: Rates are good for the Fall 2010 issue through the Spring 2011 issue.

Production Notes

Press Specifications: The *Georgia Music News* Magazine is printed using offset lithography on 60 lb. coated enamel stock. Cover, Inside front cover, inside back cover and back cover are printed Black + 1 PMS with the remaining pages printed in black ink.

Trim Size: 8.5 x 11 inches

Bleeds: Allow for 1/8 inch for any artwork that bleeds.

Acceptable Electronic Formats: Our production department uses the following programs: PDF High Resolution, Adobe InDesign, Adobe Pagemaker, Quark XPress, Adobe Illustrator and Photoshop. Ads must be submitted in one of these programs. All applicable fonts and images must be provided. Images must be at least 300 dpi resolution at 100% of print size. **If your ad will be running on one of the 2-color pages, the file must be set up as Black + 1 spot color. You can pick any color. We will change the color per issue (editor's choice).**

Unacceptable Electronic Formats: We cannot accept electronic ads in Microsoft Word, Microsoft Publisher, Corel Draw, WordPerfect, or Powerpoint .