



**Advertising, Media Relations, Promotions
USA • UNITED KINGDOM • GERMANY**

America Live Ad Specifications

Completed, digital ads are preferred but America Live will produce your ad at no additional charge in an advertorial format (minimal revisions allowed). If completed ads* are not supplied digitally, you may supply the following:

- Full Page Ads – 400 words, logo, Web site, address, phone number and 4 photos.
- 1/2 Page Ads – 200 words, logo, Web site, address, phone number and 3 photos.
- 1/4 Page Ads – 100 words, logo, Web site, address, phone number and 2 photos.
- 1/6 Page Ads – 70 words, logo, Web site, address, phone number and 1 photo.
- 1/8 Page Ads – 50 words, logo, Web site, address, phone number and 1 photo.
- 1/12 Page Ads – 35 words, logo OR photo, Web site, address, and phone number.

Preferred File Formats

Logos: EPS or AI (JPG and TIFF acceptable)
Photos: JPG or TIFF
Full ads: PDF or TIFF

If possible, we would appreciate that you name your file(s) in a way that we can immediately identify them, ie: flagler-echo-spring08.pdf, daytona-atlanta-spring08.zip

All artwork and photos should be 300 dpi.

Artwork* Submission Procedures

We prefer artwork* to be sent electronically, but you may also send a CD.

Mail

America Live, Inc.
Attn: Rene Welti
5070 Johns Creek Ct.
Suite 100
Alpharetta, GA 30022

A color laser proof must accompany all ads supplied on CD.

Electronically

E-mail (under 5 megabytes) to:
rwelti@americalliveads.com

FTP:

Digital ads or photos over 5 megabytes can be sent via FTP using a service such as www.yousendit.com.

Ad Dimensions (width x height) - All ads are 4-color.

Horizontal	Vertical	Other
1/8 page: 3.5" x 2.25"	1/8 page: 1.75" x 4.75"	1/12 page: 2.25" x 2.25"
1/6 page: 3.5" x 3"	1/6 page: 2.25" x 4.5"	
1/4 page: 7.375" x 2.25"	1/4 page: 3.5" x 4.5"	Full page: 7.375" x 9.65"
1/2 page: 7.375" x 4.5"	1/2 page: 3.5" x 9.5"	
		2-page spread: 16.75" x 10.875" (image area) Add 1/8" bleed on all sides. Allow 1" for center gutter.

*If you would like America Live to design a custom ad for your company, please call Rene Welti at 770-448-4479 and a quote will be provided.