

GUIDELINES FOR SUBMITTING DIGITAL ADS TO FRANCE PUBLICATIONS, INC.

LEADING THE WAY THROUGH THE 21ST CENTURY
**SHOPPING CENTER
BUSINESS**

PROFESSIONAL
**RETAIL STORE
MAINTENANCE**

ASIAN AMERICAN HOTEL OWNERS ASSOCIATION
**AAHOA
LODGING BUSINESS**

THE MAGAZINE FOR RESTAURANT MAINTENANCE, OPERATIONS & CONSTRUCTION
**RESTAURANT
FACILITY BUSINESS**

THE MIDWEST'S REAL ESTATE SOURCE
**HEARTLAND
REAL ESTATE
BUSINESS**

THE SOUTHEAST'S REAL ESTATE SOURCE
**SOUTHEAST
REAL ESTATE
BUSINESS**

THE WESTERN REAL ESTATE SOURCE
**WESTERN
REAL ESTATE
BUSINESS**

THE NORTHEAST'S REAL ESTATE SOURCE
**NORTHEAST
REAL ESTATE
BUSINESS**

THE TEXAS REAL ESTATE SOURCE
**TEXAS
REAL ESTATE
BUSINESS**

Georgia
**Commercial
Properties**

Carolinan
**Commercial
Properties**

Florida
**Commercial
Properties**

FORMAT

PDF

- Create a high-resolution PDF using Acrobat Distiller. PDF must be at least 300 dpi at the ad's correct size.
- Embed all fonts, images and logos (all should be high-resolution before embedding).
- Set all images to CMYK before creating the PDF, or set to greyscale if black-and-white (do not send RGB mode).

TIFF/EPS

- Send high-resolution (300 dpi or greater) TIFFs or EPS.
- Embed all fonts, images and logos (all should be high-resolution before embedding).
- Set all images to CMYK before creating the TIFF, or set to greyscale if black-and-white (do not send RGB mode).
- Save as TIFF for the Macintosh.

We do not accept the following file formats: Microsoft Publisher (.pub), PowerPoint (.ppt), or Word (.doc).

With any ad, please supply us with a color proof for color ads or a black and white proof for black and white ads.

We require a proof to instruct our printer as to what your ad should look like. Contract color proofs are preferred.

TRANSMISSION

E-MAIL

We accept only high-resolution PDF ads by e-mail. The pdf must be under 4 Megabytes in size. Sometimes, it helps to stuff the PDF using Stuffit Deluxe or PKZip before e-mailing the ad. E-mail your ad to your ad representative:

Jerry France - jerry@francepublications.com
 Scott France - scott@francepublications.com
 Ryan Nixon - ryan@francepublications.com
 Michael Piersa - michael@francepublications.com
 Deborah Freudenberger - deborah@francepublications.com
 Michael Means - michaelm@francepublications.com
 Jeffrey Cohen - jeffrey@francepublications.com
 Craig McIntosh - craig@francepublications.com
 Barbara Sherer - barbara@francepublications.com
 Todd Sherman - todd@francepublications.com

FTP

Using FTP software such as Transmit or Fetch, you can FTP your ad to:

[ftp.franceftp.com](ftp:franceftp.com)
 username: magazines
 password: magazines8262

- Drop file into the folder for appropriate magazine.
- Name the file according to the magazine, issue date and advertiser. For example, "SCB_Jones_may.sit"
- Please use Stuffit or PKZip and reduce the size of the ad to minimize time.
- When the FTP transmission is complete, please e-mail your ad rep with the name of the file that you've uploaded.

DISK

We can accept your ad on a CD.

- Send the disk along with a color proof of your ad to:
 Ad rep's name
 Magazine name
 France Publications
 3500 Piedmont Rd., Suite 415
 Atlanta, GA 30305
 tel: (404) 832-8262

Failure to follow these instructions could result in the ad being misprinted. FRANCE PUBLICATIONS holds NO LIABILITY for MISTAKES on ADS sent by EMAIL or on DISK without COLOR PROOF.

Ad copy must be correct and final. Any alterations will be billed to the agency or client at the rate of \$100 per change or the actual cost of the alteration. There is a \$75 charge for resubmitting ads.