

# MECHANICAL REQUIREMENTS

**Media / Delivery Supported:** CD-ROM and e-mail

**Applications:** *At Home Tennessee* is produced on an Apple Macintosh system using QuarkXpress 6.5, Photoshop, InDesign and Illustrator. Please check with our art department to determine compatibility.

We do not accept images in the following formats: Microsoft Publisher, Word, Excel, Powerpoint, Corel Draw and WordPerfect.

**Images:** Digital files must be CMYK. Acceptable files are .eps, .tiff, .jpg or .pdf and must have a minimum resolution of 300 dpi. All fonts must be included. Publisher will hold materials for a maximum of thirty days after most recent use. Unless Advertiser and/or Agency requests that materials be returned, materials will be destroyed.

**Approvals:** *At Home Tennessee's* advertising approval ensures that each ad that an Advertiser and/or Agency submits is correct and of high quality. Each Advertiser and/or Agency will receive an approval form along with a color proof of their ad via e-mail that is to be approved and returned to *At Home Tennessee* 24 hours once form is received by client.

**Note:** Publisher is not responsible for quality of photos provided or for the quality of ads for which Publisher is required to scan or reproduce from printed materials. Publisher is also not responsible for color accuracy when a matchprint proof is not provided. Production costs will be incurred if materials are incorrectly submitted as camera-ready. *At Home Tennessee* is not responsible for the reproduction quality of any ad that does not conform to the requirements specified on this page.

## **Direct Ad Materials and Questions to:**

Elizabeth Chapman  
P 901.684.4155 ext 103  
E bchapman@athometn.com  
671 N. Ericson Road, Suite 200  
Cordova, TN 38018

## **Contract Regulations**

Please see Master Advertising Agreement.

AT HOME  
tennessee  
MAGAZINE

671 N. Ericson Road, Ste. 200 • Cordova, TN 38018 • **phone** 901.684.4155  
**toll free** 877.684.4155 • **fax** 901.684.4156 • **web** www.athometn.com