

AT HOME tennessee

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

website ad specifications

MEDIA / DELIVERY SUPPORTED: CD-ROM and e-mail

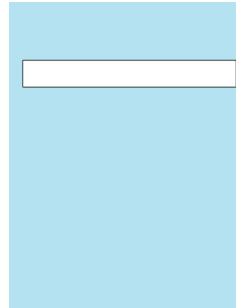
APPLICATIONS: *At Home Tennessee* is produced on an Apple Macintosh system using Photoshop, InDesign and Illustrator. Please check with our art department to determine compatibility. We do not accept images in the following formats: Microsoft Publisher, Word, Excel, Powerpoint, Corel Draw and WordPerfect. *At Home Tennessee* is not responsible for the reproduction quality of any ad that does not conform to the requirements specified on this page.

IMAGES: Digital files must be CMYK. Acceptable files are .jpg, .tiff or .pdf and must have a minimum resolution of 72 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.

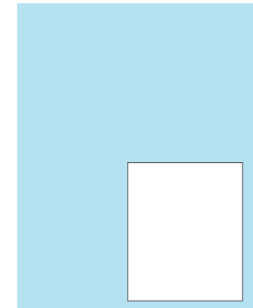
PRODUCTION CHARGES: \$65 for up to two (2) revisions, \$35 for each additional revision. May include but not limited to: scans, staff photography, photo retouching, stock photography and professional photography (as determined). *Should we have to alter or adjust an ad sent to us as "camera-ready," the ad is considered a creation and a production charge maybe added to the final price of the ad.

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.

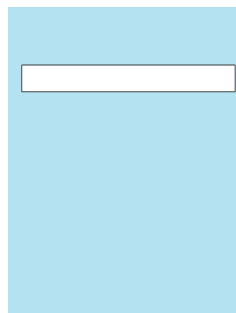
NOTE: Publisher is not responsible for quality of photos provided or for the quality of ads for which Publisher is required to scan or reproduce from printed materials. Publisher is also not responsible for color accuracy when a matchprint proof is not provided. Production costs will be incurred if materials are incorrectly submitted as camera-ready. Publisher is not responsible of content or ad material that is not provided in the form requested.



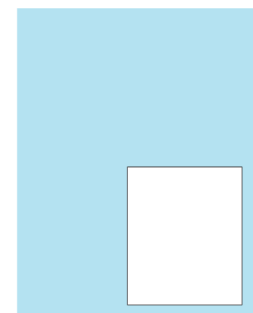
**HOME PAGE
BANNER AD**
10.417"W X 1.014"H
(750 X 73 PIXELS)



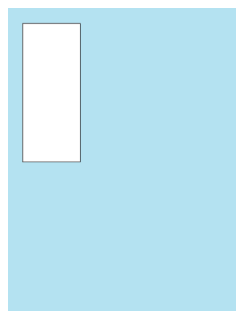
**HOME PAGE
PANEL AD**
3.542"W X 3.542"H
(255 X 255 PIXELS)



**SECTION PAGE
BANNER AD**
10.417"W X 1.014"H
(750 X 73 PIXELS)



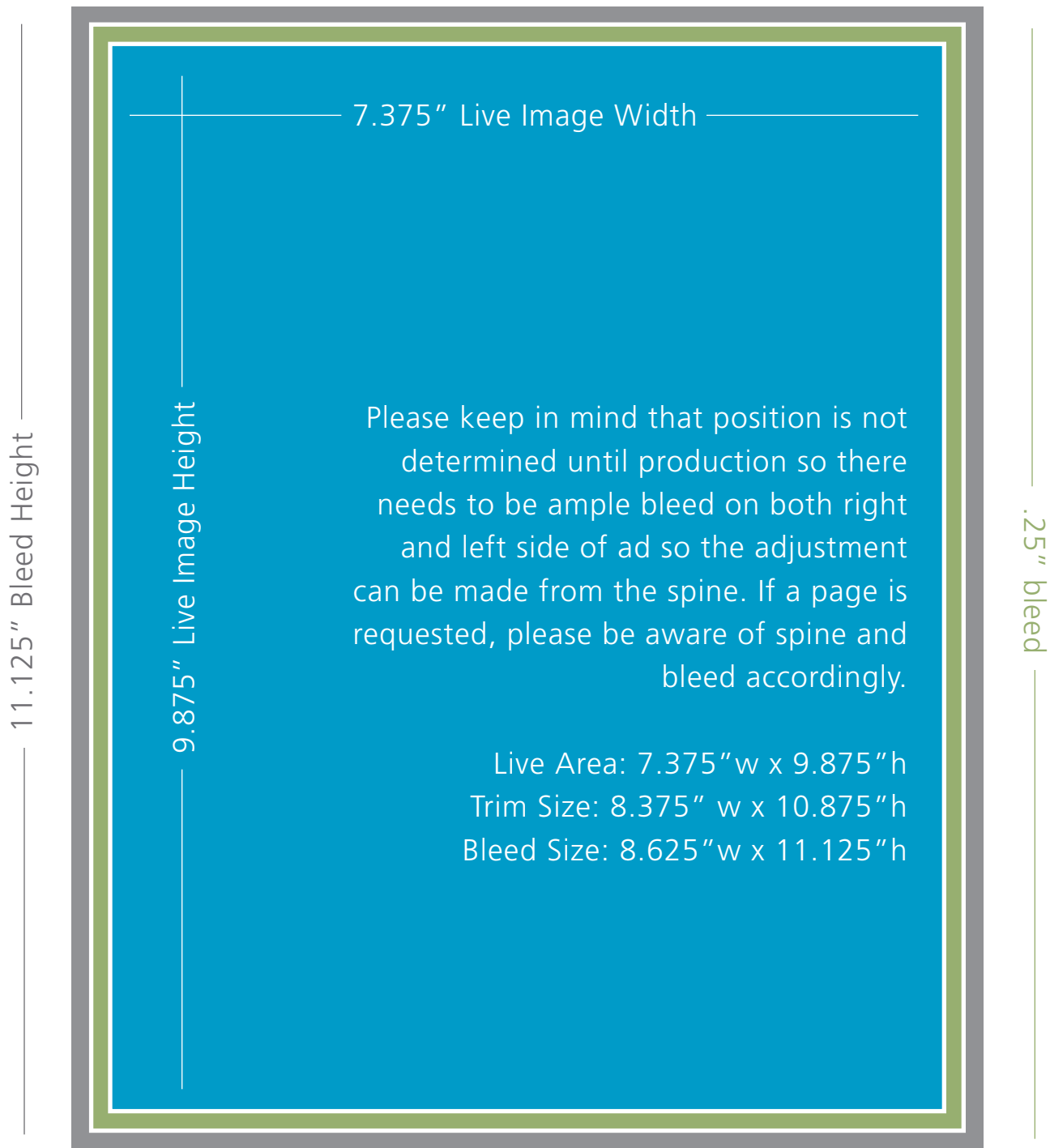
**SECTION PAGE
PANEL AD**
3.542"W X 3.542"H
(255 X 255 PIXELS)



MARKETPLACE
1.389"W X 3.542"H
(100 X 255 PIXELS)

Full Page Specifications

8.625" Bleed Width



Please keep in mind that position is not determined until production so there needs to be ample bleed on both right and left side of ad so the adjustment can be made from the spine. If a page is requested, please be aware of spine and bleed accordingly.

Live Area: 7.375"w x 9.875"h
Trim Size: 8.375" w x 10.875"h
Bleed Size: 8.625"w x 11.125"h

.25" bleed

Direct Ad Materials and Questions to: Elizabeth Chapman
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671 N. Ericson Road, Suite 200 • Cordova, TN 38018