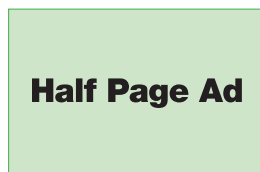


## Full Page Ad

*Ad specs:*

trim size: 8.5 x 11"  
bleed size: 8.75 x 11.25"  
live area: 8.25 x 10.75"



## Half Page Ad

*Ad specs:*

trim size: 8.5 x 5.5"  
bleed size: 8.75 x 5.75  
live area: 8.25 x 5.25"

Quarter Page Ad



## Quarter Page Ad

*Ad specs:*

trim size: 4.25 x 5.5"  
bleed size: 4.5 x 5.75"  
live area: 4 x 5.25"

Atlanta ROI\* Publication  
Effective October 2007 ISSUE

Thank you for advertising with Atlanta ROI\*. To insure quality and preserve and protect publication deadlines, please note the mandatory specifications below.

Actual ad sizes are noted below.

For bleed ads, please keep live matter 1/4" from trim edges.

(If Atlanta ROI\* is developing your ad for you, these items below will be taken care of by us.)

If you or your ad agency are providing the ad artwork, you must meet the industry-standard specs listed on the next page. Failure to do so WILL incur additional charges and/or exclusion of your ad from the Atlanta ROI\* until issues are resolved.

**AtlantaROI\***  
\*Real Estate Opportunities & Investments in the Southeastern US

**Atlanta:**  
Jewel of the SE  
• Outpacing US Growth  
• Gateway to US Markets  
• Robust Development

**Hurt Building** .....  
*Harbor Mgmt's*  
*TOBY Trophy*

*Also:*  
**Tax Incentives for Foreign Investors**

## Mandatory Ad Specs and Preparation

- Software: Ads must be in “print/press ready” PDF with \*all fonts imbedded.\* This pdf may be created in Indesign, Quark Express, or Photoshop, Freehand or Illustrator.
- Word, Powerpoint, Publisher and any other file types that are not list above will NOT be accepted.
- .Jpg or .gif formats are not suited for printing publications and will NOT be accepted.
- Printing Specification: 20-25% dot gain. High quality digital or offset. Saddle stitched. 4 color throughout.
- Prep Specifications: minimum 300 dpi images in your ad. 133 line screen. Screened tone values over 90% may print solid. Screened values under 3% may “print” white. Atlanta ROI\* can not guarantee legibility of 4-color knock-out type below 10 points.
- Platform: Macintosh format.
- Color Scans: Minimum of 300 dpi at 100% of final print size. For black and white scans they must by grayscale. Do not submit color files for black and white ads. 4-color scans must be saved as CMYK not RGB. Do not use spot colors, or call your sales rep to discuss addl. PMS ink charges.

## Ad Submission

- Ad Submission: Please send “print/press ready” PDF with \*all fonts embedded.\* No native files may be sent. Also, please send a low res ‘soft proof’, a pdf, of the final ad.
- E-mail Address: Files under 7MB may be sent to your sales representative at “MAWeiss@rencomm.com”. For timely processing, please type the name of your company and ad size in the subject line of the email, and include your contact info in the body of the email.
- If time permits, you may send an ad on CD to:

Mark A. Weiss  
The Renaissance Communications Group  
9270 Stonemist Trace  
Roswell, GA 30076-4002

Office: 770.998.4769

thank you.

## Quarter Page Ad

## Half Page Ad

**Full Page Ad**