

Consumers clip and save magazine ads for future reference. They provide a lasting, durable message with time to study a brand's benefits.

Source: Mags Canada



How to submit ads

Web Browsers

In a web browser type the address **wetransfer.com**. Insert your **file, destination email** (jmiller@atlanticbusinessmagazine.com) and **your email** where indicated. You can also include a simple message as well. Once the file is received by destination you will receive an email confirmation from wetransfer.com.

Courier

Label your disk (CD or DVD) with the name of the ad along with the company/organization booking the ad as well as the contact person's name and phone number. You should also note whether these are Mac or PC-created files as well as the magazine (*Atlantic Business* or *Natural Resources*) and issue for which the ad is booked. Send your disk, along with a print copy of the ad (printed at actual size and colour) to:

Courier Address: Ste. 302, 95 LeMarchant Rd., St. John's, NL A1C 2H1

Points to remember

Print Advertising

- We prefer **HIGH RESOLUTION PDF format when possible**.
- We do not accept **Microsoft Office** documents.
- If submitting ad as a high resolution PDF, we recommend using Adobe Acrobat Distiller. If you don't have Adobe Acrobat Distiller, we can provide correct settings for Quark or other Adobe products.
- Use easily identifiable file names.
- If using **Quark, Indesign or Illustrator** please provide all companion imports such as illustrations or photos (saved as EPS or TIFF) and typefaces. Where possible, convert text to outlines.
- All images must be **cmymk** color. RGB files will not print correctly.

Online Advertising

- Maximum file size for submitted ads is 40k.
- Animations should be no more than 15 seconds duration.

For more information

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