



Due Dates:

Show Guide Placements

- **Fall 2026:** July 20, 2026
- **Spring 2027:** March 1, 2027
- **Fall 2027:** July 26, 2027

Specifications

- Artwork must be high-resolution at 300 dpi. Images pulled from websites, email, or screenshots will not print clearly.
- All text should be flattened or outlined. This prevents font substitutions or missing text during printing.
- Files must be submitted at the correct size for your ad placement. Do not scale artwork up or down after it is designed.

Safe Space & Bleed

Printed pages are trimmed after printing, and slight movement during trimming is normal. These rules protect your content from being cut off.

- Safe space means keeping all important text and logos slightly inside the edge of the ad. Anything placed too close to the edge may be trimmed.
- Bleed means extending background colors or images beyond the final trim size. This ensures color or imagery reaches the edge of the page with no white borders after trimming.
- If your ad includes color or images that go to the edge, your artwork must be built larger than the final trim size to allow for bleed.

If you are unsure whether your artwork meets these requirements, please contact us before submitting. We are happy to review files and help avoid last minute issues.
marketing@atlantajewelrysthew.com

Specifications	2-Page Spread	Full Page	⅔ Page	½ Page	⅓ Page	¼ Page	Product Shot
Sizes listed in inches	\$4,000	\$2,000	\$1,600	\$1,300	\$1,050	\$850	\$750
Trim Size H=Horizontal V=Vertical	17" X 11"	8.5" X 11"	H: 8.5" X 7.33" V: 5.67" X 11"	H: 8.5" X 5.5" V: 4.25" X 11"	H: 8.5" X 3.67" V: 2.83" X 11"	H: 5.5" X 4.25" V: 4.25" X 5.5"	2.75" Wide X 3.875" High
Bleed Dimensions	17.25" X 11.25"	8.75" X 11.25"	H: 8.75" X 7.58" V: 5.92" X 11.25"	H: 8.75" X 5.75" V: 4.50" X 11.25"	H: 8.75" X 3.92" V: 3.08" X 11.25"	H: 5.75" X 4.50" V: 4.50" X 5.75"	

H = Horizontal Orientation V = Vertical Orientation See examples below

