

# GUIDELINES FOR SUBMITTING DIGITAL ADS TO FRANCE PUBLICATIONS, INC.

LEADING THE WAY THROUGH THE 21ST CENTURY  
**SHOPPING CENTER  
BUSINESS**

The magazine for retail facility operations and management.  
**RETAIL  
FACILITY BUSINESS**

**RESTAURANT  
FACILITY BUSINESS**

**STUDENT HOUSING  
BUSINESS**

ASIAN AMERICAN HOTEL OWNERS ASSOCIATION  
**AAHOA  
LODGING BUSINESS**

IMI's Source for News & Views  
**Owner**

**WEALTH MANAGEMENT  
BUSINESS**

THE MIDWEST'S REAL ESTATE SOURCE  
**HEARTLAND  
REAL ESTATE  
BUSINESS**

THE SOUTHEAST'S REAL ESTATE SOURCE  
**SOUTHEAST  
REAL ESTATE  
BUSINESS**

THE WEST'S REAL ESTATE SOURCE  
**WESTERN  
REAL ESTATE  
BUSINESS**

THE NORTHEAST'S REAL ESTATE SOURCE  
**NORTHEAST  
REAL ESTATE  
BUSINESS**

**TEXAS  
REAL ESTATE  
BUSINESS**

Georgia  
Commercial  
Properties

Carolinas  
Commercial  
Properties

Florida  
Commercial  
Properties

## FORMAT

### PDF

- Create a high-resolution PDF using Acrobat Distiller. PDF must be at least 300 dpi at the ad's correct size.
- Embed all fonts, images and logos (all should be high-resolution before embedding).
- Set all images to CMYK before creating the PDF, or set to greyscale if black-and-white (do not send RGB mode).

### TIFF/EPS

- Send high-resolution (300 dpi or greater) TIFFs or EPS.
- Embed all fonts, images and logos (all should be high-resolution before embedding).
- Set all images to CMYK before creating the TIFF, or set to greyscale if black-and-white (do not send RGB mode).
- Save as TIFF for the Macintosh

*We do not accept the following file formats: Microsoft Publisher (.pub), PowerPoint (.ppt), QuarkXpress (.qxd), Illustrator (.ai) or Word (.doc).*

**With any ad, please supply us with a color proof for color ads or a black-and-white proof for black-and-white ads.**  
We require a proof to instruct our printer as to what your ad should look like. Contract color proofs are preferred.

## TRANSMISSION

### E-MAIL

We accept only high-resolution PDF ads by e-mail.  
**The PDF must be under 4 MB in size.** Sometimes, it helps to stuff the PDF using Stuffit Deluxe or PKZip before e-mailing the ad. E-mail your ad to your ad representative:  
Jerry France - jerry@francepublications.com  
Scott France - scott@francepublications.com  
Richard Kelley - rkelley@francepublications.com  
Ryan Nixon - ryan@francepublications.com  
Michael Piersa - michael@francepublications.com  
Deborah Freudenberger - deborah@francepublications.com  
Jeffrey Cohen - jeffrey@francepublications.com  
Craig McIntosh - craig@francepublications.com  
Barbara Sherer - barbara@francepublications.com  
Layla Cammon - lcammon@francepublications.com  
Matt Nixon - mnixon@francepublications.com  
Michael Terry - mterry@francepublications.com

### FTP

Using FTP software such as Transmit or Fetch, you can FTP your ad to:  
ftp.franceftp.com  
username: magazines  
password: magazines8262

- Drop file into the folder for appropriate magazine.
- Name the file according to the magazine, issue date and advertiser.  
For example, "SCB\_Jones\_may.sit"
- Please use Stuffit or PKZip and reduce the size of the ad to minimize time.
- When the FTP transmission is complete, please e-mail your ad rep with the name of the file that you've uploaded.

We can accept your ad on a CD.

### DISK

Send the disk along with a color proof of your ad to:  
Ad rep's name  
Magazine name  
France Publications  
3500 Piedmont Rd., Suite 415  
Atlanta, GA 30305  
tel: (404) 832-8262

**Failure to follow these instructions could result in the ad being misprinted. FRANCE PUBLICATIONS holds NO LIABILITY for MISTAKES on ADS sent by EMAIL or on DISK without COLOR PROOF.**

Ad copy must be correct and final. Any alternations will be billed to the agency or client at the rate of \$100 per change or the actual cost of the alternation. There is a \$75 charge for resubmitting ads.