



<p><b>MEDIA &amp; ENTERTAINMENT INSIGHTS</b></p> <p><b>ADVERTISEMENT PRICING AND FILE</b></p> <p><b>SPECIFICATIONS</b></p>
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Full Page – non-bleed (7-1/2" x 10")	\$1,200
Half Page – non-bleed (7-1/2" x 4-7/8")	\$800
Quarter Page – non-bleed (3-5/8" x 7-7/8")	\$500

**FILE SPECIFICATIONS**

ACCEPTABLE MEDIA: AMEC will accept press ready PDF files prepared to the following specifications via CD or Email. All files must be zipped.

PLATFORM: AMEC supports PC and Macintosh PDF files.

SUPPORTED APPLICATIONS: Adobe Photoshop®, Adobe Illustrator® and Adobe Acrobat®.  
Supported File Types: Photoshop .TIF, .EPS, .PDF, Acrobat .PDF, INSIGHTS does not support any other file types.

RESOLUTION: All rasterized files must be 300 d.p.i. at 100% of final size and saved as raster TIF or raster EPS. Line art must be no less than 1200 d.p.i. at 100% of final size and saved as vector EPS.

COLOR: Provide files as either CMYK or Grayscale. Only CMYK equivalents of spot colors should be used, not spot colors themselves.

FONTS: All fonts (screen and printer files) used in an ad must be embedded in the PDF, or included with the submission.

STORAGE & ARCHIVING: Files will not be stored by AMEC for purposes other than our own.

PRODUCTION CHARGES: Ads which require special preparation or changes will be billed accordingly. Files which deviate from the digital specifications and require adjustment will be assessed a \$50 Production fee.

For due dates, ad specifications or technical questions, please contact Emily Coppel – [Emily@theamec.com](mailto:Emily@theamec.com)