

# Audio Marketplace

## Print and Web Specifications

All ads must be in electronic file format. We accept both PC and Mac based media, ZIP 100M disks, and CDs. We do not accept film.

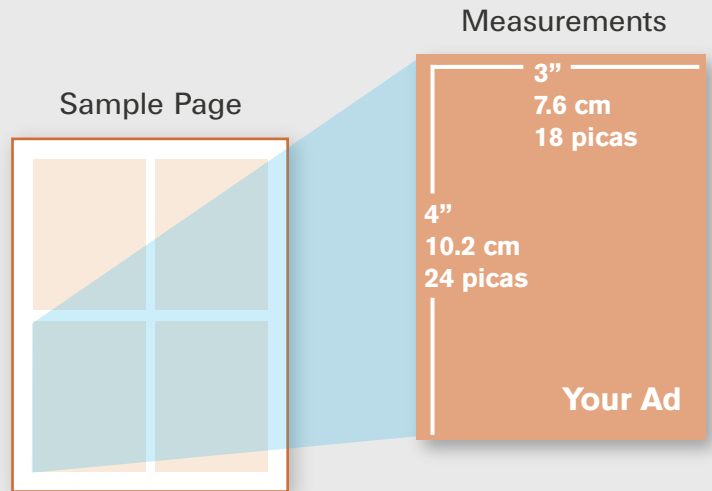
To learn more about this exciting print/web ad combo contact Strategic Media Marketing at **978-281-7708** or **peter@smmarketing.us**

### Quick Notes about our service

- In-house ad production services are available. Fees may occur.
- If unsure how to meet specifications please feel free to ask questions (See contact info below).
- Our graphics department may be able to prepare your ad to meet requirements.
- Please note, both print and web ads must be sent together. Ads will be published on a quarterly basis (ads cannot be changed or altered for the four months after accepted).

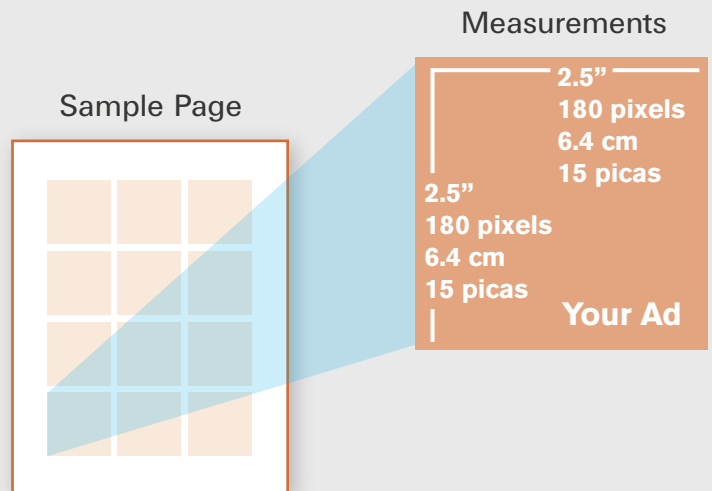
### Print Specifications

- **PDF** and **Tiff** files are highly recommended. **EPS** files are also recommended. **JPG** files will be accepted but must be at least 300 dpi\* (high resolution).
  - Please embed all fonts and graphics and flatten the file if possible
- \*All graphics should be a minimum of 300 dpi (dots per inch) to ensure good print quality.
- Please use **CMYK** color. No RGB, LAB, or INDEXED color.



### Web Specifications

- **JPG** and **Gif** files only.
- \*All graphics should be 72 dpi (dots per inch).
- Please use **RGB** color
- Please provide us with a URL to where you would like your ad to direct traffic.



**Conversions will take place if specifications are not met.**

For more information, please contact Audio Amateur Inc.  
**We would be glad to answer any questions.**