

# Preparing Advertising Materials for Alter Communications

*BALTIMORE JEWISH TIMES, iNSIDER, Style, Chesapeake Life and  
Custom Media magazines*

Alter Communications uses QuarkXpress 7.5 for Macintosh computers for print materials. Please supply advertising materials on CDs or DVDs. Use "Collect for Output" under the QuarkXpress "File" Menu or other pre-flight software to gather all items used in the advertisement. Include all fonts used in the advertisement — both printer and screen fonts — on the disk or CD. We can also accept collected Adobe InDesign CS3 files. All artwork should be in CMYK color format.

We do not accept the following application files: Microsoft Word, Microsoft Publisher, Adobe Pagemaker or other PC-based applications that do not save files compatible to the Macintosh operating system.

## Image specifications

- Photos supplied to be used in the production of advertisements in any of our publications must be supplied at a minimum of 300 dpi resolution at final usage size.
- Logos and line art should be supplied at a minimum of 600 dpi at final usage size.
- Artwork from Web sites, whether photos or line art, is not acceptable for final advertisement use. Original, high resolution art must be supplied by the client or the designer of the advertiser's Web site.

## FTP site

Advertisements may be uploaded to Alter Communications' FTP site.

**Step 1:** To access Alter Communications' ftp site you must use ftp software. If you currently have ftp software proceed to step 2. If not, use the links below to obtain free ftp software.

Mac (OS X): Cyberduck

[http://www.apple.com/downloads/macosx/internet\\_utilities/cyberduck.html](http://www.apple.com/downloads/macosx/internet_utilities/cyberduck.html)

PC (Windows): CoreFTP Program

<http://www.coreftp.com>

Download the software and then install it. Once the software is installed, proceed to step 2.

**Step 2:** Open the ftp software and open a new connection.

Host/IP/URL: <ftp://intranet.jewishtimes.com>

Username: ftpalter

Password: alter

Click connect.

Upload the file(s) to the incoming folder within the appropriate publication's folder.

**Step 3:** Please let us know when the advertising materials have finished uploading by sending a confirming e-mail to the appropriate publications' e-mail address, found at the end of this document.



1040 Park Avenue, Suite 200 • Baltimore, MD 21201  
410.752.3504 • [alteryourview.com](http://alteryourview.com)

# Preparing Advertising Materials for Alter Communications

*BALTIMORE JEWISH TIMES, iNSIDER, Style, Chesapeake Life and  
Custom Media magazines*

## PDFs

Advertisements can be accepted as high resolution, press-optimized PDFs. For color advertisements, all spot colors and images should be converted to four color (cmyk) before preparing the PDF. When providing a PDF, all images and fonts should be embedded within the PDF.

## E-mailing advertising materials

Advertising materials may be e-mailed to the following addresses. Within the e-mail please include the issue date, ad size and the salesperson's name with the attached advertising materials:

BALTIMORE JEWISH TIMES: [ads@jewishtimes.com](mailto:ads@jewishtimes.com)

iNSIDER: [ads@jewishtimes.com](mailto:ads@jewishtimes.com)

Style magazine: [ads@baltimorestyle.com](mailto:ads@baltimorestyle.com)

Chesapeake Life magazine: [ads@chesapeakelifemag.com](mailto:ads@chesapeakelifemag.com)

Overture: [overture@alteryourview.com](mailto:overture@alteryourview.com)

**If you have any questions or comments, contact the production manager,  
Erin Clare, at 443-451-0716 or [eclare@alteryourview.com](mailto:eclare@alteryourview.com)**



1040 Park Avenue, Suite 200 • Baltimore, MD 21201  
410.752.3504 • [alteryourview.com](http://alteryourview.com)