

mechanical requirements

~ Florida Monthly

~ Real Florida

~ Florida Fishing & Boating

~ and other

Florida Media, Inc
saddle-stitched
publications

manufacture: Heat-set web offset, saddle-stitch bound publication.

trim size: 8 inches wide by 10^{3/4} inches deep.

Page is 8x10^{3/4} inches, three-column page format. All dimensions are given in inches, width by depth. Keep live matter 1/2 inch from the final trim size: top, bottom and sides. On bleed spreads, keep live matter 1/8 inch from each side of the gutter.

Full page bleed	8 ^{1/2} " x 11 ^{1/4} "	Full page non-bleed	7" x 10 ^{1/4} "
2/3 page vertical	4 ^{9/16} " x 10"	1/2 page island	4 ^{9/16} " x 7 ^{7/16} "
1/2 page horizontal	7" x 4 ^{15/16} "	1/3 page square	4 ^{9/16} " x 4 ^{15/16} "
1/3 page vertical	2 ^{3/16} " x 10"	1/6 page vertical	2 ^{3/16} " x 4 ^{15/16} "
1/12 page	2 ^{3/16} " x 2 ^{5/16} "		

specifications: Recommended Standards for Advertising Material for Web Offset. Publications approved by AAAA/MPA/ABP.

screen ruling: 150 line screen

required materials: Electronic advertisements may be submitted on Macintosh platform, QuarkXPress 6.0. Files must include screen and POSTSCRIPT fonts. Bitmap and TrueType fonts will not be accepted. EPS files, TIFF files and other graphic files linked to documents. All graphics and colors must be CMYK. Please turn off all color profiles in your images; do not LZW compress TIFF files.

PDF files are acceptable if built using publisher's specifications.

To submit PDF files: Create postscript files; include all bleeds, as applicable. Download Florida Media's Distiller settings at www.floridamagazine.com/florida_monthly_specs.html or email production@floridamagazine.com to request the settings or call 407-816-9596, ext 217 to request the settings be sent to you via email. Choose the settings appropriate for the version of Adobe Acrobat you are using:

For Adobe Acrobat 4, choose settings NPCV4.joboptions

For Adobe Acrobat 5, choose settings NPCV5.joboptions

For Adobe Acrobat 6, choose settings NPCV6.joboptions

To use this settings file, it must be placed in the settings folder located in the Distiller folder. There will be an NPCV4, NPCV5 or NPCV6 menu selection in the distiller job options pulldown menu.

All ads must be accompanied by one velox if black only, or one standard color proof. Electronic files accepted via CD or Zip 100 MB. Customer must have prior approval to send files electronically via publisher's FTP site.

IF FLORIDA MEDIA, INC. IS BUILDING YOUR AD:

production charges & requirements: Advertisers will be billed for alterations and for production services on any ads not furnished to specifications, unless otherwise noted. Incorrectly sized ads will be corrected at the expense of the advertiser. Layout and design is charged at \$75 per hour, with a one-hour minimum. Typeset charges are \$15 per instance. Screens, reverses, dupes and black-and-white scans are \$20 each. Four-color scans are \$60 each. If submitting images digitally, images must be 300 DPI or larger resolution (Do not use an image processing program, such as Adobe Photoshop, to manually change your resolution settings unless the "resample image" button is not selected). TIFF, EPS, and JPEG formats are acceptable for submission. Logos not submitted digitally must be on color slicks or printed at maximum size on quality inkjet paper. Photocopies and faxes are not acceptable.

ad proofs: Florida Media, Inc. will send you a copy of your ad proof for review via email in PDF format. This proof can be viewed using Adobe Acrobat Reader, available as a free download at www.adobe.com. Copy received after the deadline cannot be guaranteed the right of approval or revision. First proof of ad is at no cost. Any subsequent proofs are \$20 each. Proof corrections will be charged if they are due to an information error supplied by the advertiser or if changes were not specified on originally submitted artwork instructions. Corrections after proofs have been approved by advertiser cannot be guaranteed and may be subject to additional production charges.

All materials will be retained by the Publisher for one year unless specifically requested. Publisher is not responsible for materials left unclaimed for more than one year.

FLORIDA[®]
MEDIA, Inc.

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www.floridamagazine.com

407.816.9596