

PRINT ADVERTISING SPECS

EFFECTIVE JANUARY 1, 2012

Ad Size	Live Area (Width x Depth)		Trim (Width x Depth)		Bleed (Width x Depth)	
Spread	14 x 10	(14.0 x 10.0)	16 1/4 x 10 3/4	(16.25 x 10.75)	16 1/2 x 11	(16.5 x 11.0)
Full page	7 x 10	(7.0 x 10.0)	8 3/8 x 10 3/4	(8.125 x 10.75)	8 3/8 x 11	(8.375 x 11.0)
2/3 page*	4 9/16 x 10	(4.563 x 10.0)	5 1/8 x 10 3/4	(5.125 x 10.75)	5 3/8 x 11	(5.375 x 11.0)
1/2 page vert.	4 9/16 x 7 7/16	(4.563 x 7.438)	Only no-bleed ads accepted			
1/2 page horiz.*	7 x 4 7/8	(7.0 x 4.875)	8 3/8 x 5 1/4	(8.125 x 5.25)	8 3/8 x 5 1/2	(8.375 x 5.5)
1/2 page horiz. spread*	14 x 4 7/8	(14.0 x 4.875)	16 1/4 x 5 1/4	(16.25 x 5.25)	6 1/2 x 5 1/2	(16.5 x 5.5)
1/3 page vert.*	2 1/4 x 10	(2.25 x 10.0)	2 3/4 x 10 3/4	(2.75 x 10.75)	3 x 11	(3.0 x 11.0)
1/3 page horiz.	4 9/16 x 4 7/8	(4.563 x 4.875)	Only no-bleed ads accepted			
1/6 page vert.	2 1/4 x 4 7/8	(2.25 x 4.875)	Only no-bleed ads accepted			

Florida Market Place Ads (B&W only) 1/4 page: 3.375 x 4.375; 1/8 page: 3.375 x 2.0

Live Area: All type and images not intended to bleed must be within this area. Anything outside the live area could be trimmed off.

Full page bleed ads: Build pages to trim and extend 1/8" beyond page edge.

*No-bleed fractionals must be submitted at the live area dimensions. Allow 1/4" gutter for spread bleed.

Maximum density, four-color process is 280%.

Call for pre-printed inserts and business reply card specs.

PRINTING

By web offset on publication grade enamel.

TRIM & BINDING

8.125" x 10.75", saddle-stitched.

DIGITAL FILE SPECIFICATIONS

PDF/X-1a or native applications: PC or MAC OSX, InDesign CS5, Photoshop CS5 or Illustrator CS5. Include all fonts (screens and printer) and any used in imported EPS artwork, with the exception of those converted to paths or outlines.

FILE BUILDING REQUIREMENTS

- Use stylized fonts only. Do not apply style attributes to basic fonts. Please send only the fonts used.
- For color art and photos, use CMYK mode, EPS or TIFF format, at 300 dpi. RGB images will be converted to CMYK and this may affect color reproduction. No LZW compression. Placed images must be 100%. PMS colors must be converted to CMYK for all color ads. No spot colors.
- B/W art should be grayscale or bitmap, either TIFF or EPS format. Do not leave extra channels or layers in Photoshop CMYK file formats.
- Files should be accompanied by minimum of a B/W laser proof. Additional costs may be incurred if file is not supplied to specifications.

PROOFS

All proofs must meet SWOP (Specifications Web Offset Publications) requirements.

- A digital proof accompanying a digital file must be made directly from that file. If the proof is for color only, a content proof (color or B/W laser) must accompany digital file.
- Proof must be sized at 100%.
- Laser proofs will be used only for content, not for color. Publisher is not responsible for color reproduction on an ad that supplies a laser proof, or does not supply a proof. Publisher not responsible if ad and proof are not supplied to specifications.

SENDING MATERIALS

Florida Trend accepts materials via physical or electronic receipt. In either case, a contract color proof must also be supplied.

- Preferred Method: Simultaneous submissions of Macintosh formatted media (CD-ROM) with contract color proof.
- Electronic Transfer Options: FTP or e-mail if appropriate with proof to follow. Files less than 5 megabytes can be e-mailed. Files more than 5 megabytes can be uploaded to our FTP site. Call Production for FTP instructions.

PRODUCTION CONTACT

Jill South, Director of Production
 Florida Trend
 490 First Ave. S., 8th Floor
 St. Petersburg, FL 33701
(727) 892-2613 · JSouth@FloridaTrend.com

Note: Submission of print-ready art is the responsibility of the advertiser. Material from most recent insertion will be used if new material is not received by ad materials deadline.

Florida Trend

The Issues, People and Ideas that Define Florida Business

www.FloridaTrend.com/MediaKit