



Ad Size	Live Area (Width x Depth)		Trim (Width x Depth)		Bleed (Width x Depth)	
<b>SPREAD</b>	15.75 x 10	(15.75 x 10.0)	16 <sup>1</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>4</sub>	(16.25 x 10.75)	16 <sup>1</sup> / <sub>2</sub> x 11	(16.5 x 11.0)
<b>FULL PAGE</b>	7 x 10	(7.0 x 10.0)	8 <sup>1</sup> / <sub>8</sub> x 10 <sup>3</sup> / <sub>4</sub>	(8.125 x 10.75)	8 <sup>3</sup> / <sub>8</sub> x 11	(8.375 x 11.0)
<b>2/3 PAGE*</b>	4 <sup>9</sup> / <sub>16</sub> x 10	(4.563 x 10.0)	5 <sup>1</sup> / <sub>8</sub> x 10 <sup>3</sup> / <sub>4</sub>	(5.125 x 10.75)	5 <sup>3</sup> / <sub>8</sub> x 11	(5.375 x 11.0)
<b>1/2 PAGE VERT.</b>	4 <sup>9</sup> / <sub>16</sub> x 7 <sup>7</sup> / <sub>16</sub>	(4.563 x 7.438)	Non-bleed ads only			
<b>1/2 PAGE HORIZ.*</b>	7 x 4 <sup>7</sup> / <sub>8</sub>	(7.0 x 4.875)	8 <sup>1</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>4</sub>	(8.125 x 5.25)	8 <sup>3</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>2</sub>	(8.375 x 5.5)
<b>1/2 PAGE HORIZ. SPREAD*</b>	14 x 4 <sup>7</sup> / <sub>8</sub>	(14.0 x 4.875)	16 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>4</sub>	(16.25 x 5.25)	16 <sup>1</sup> / <sub>2</sub> x 5 <sup>1</sup> / <sub>2</sub>	(16.5 x 5.5)
<b>1/3 PAGE VERT.*</b>	2 <sup>1</sup> / <sub>4</sub> x 10	(2.25 x 10.0)	2 <sup>3</sup> / <sub>4</sub> x 10 <sup>3</sup> / <sub>4</sub>	(2.75 x 10.75)	3 x 11	(3.0 x 11.0)
<b>1/3 PAGE HORIZ.</b>	4 <sup>9</sup> / <sub>16</sub> x 4 <sup>7</sup> / <sub>8</sub>	(4.563 x 4.875)	Non-bleed ads only			
<b>1/6 PAGE VERT.</b>	2 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>	(2.25 x 4.875)	Non-bleed ads only			

**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.

<p><b>PRINTING</b> By web offset on publication grade enamel.</p>	<p><b>PROOFS</b> All proofs must meet SWOP (Specifications Web Offset Publications) requirements.</p> <ul style="list-style-type: none"> <li>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.</li> <li>Proof must be sized at 100%.</li> <li>Laser proofs will be used only for content, not for color.</li> </ul> <p>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.</p>
<p><b>TRIM &amp; BINDING</b> 8.125" x 10.75", saddle-stitched.</p>	
<p><b>DIGITAL FILE SPECIFICATIONS</b> Preferred file format: PDF/X-1a. Alternative file formats accepted: Native applications, PC or MAC OSX, InDesign CC, Photoshop CC or Illustrator CC. Include all fonts (screens and printer) and any used in imported EPS artwork, with the exception of those converted to paths or outlines.</p>	<p><b>SENDING MATERIALS</b> Florida Trend accepts materials via physical or electronic receipt. In either case, a contract color proof must also be supplied.</p> <ul style="list-style-type: none"> <li>Preferred Method: Electronic transfer via FTP or e-mail, with proof to follow. Files less than 10 megabytes can be emailed to JSouth@FloridaTrend.com. Files larger than 10 megabytes can be uploaded to our FTP site. Call (727) 892-2613 for instructions.</li> </ul> <p><b>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.</b></p>
<p><b>FILE BUILDING REQUIREMENTS</b></p> <ul style="list-style-type: none"> <li>Use stylized fonts only. Do not apply style attributes to basic fonts. Please send only the fonts used.</li> <li>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.</li> <li>Do not leave extra channels or layers in Photoshop CMYK files.</li> <li>B/W art should be grayscale or bitmap, either TIFF or EPS.</li> <li>Additional costs may be incurred if file is not supplied to specifications.</li> </ul>	