

Print Advertising Specs

Ad Size	Live Area (Width x Depth)		Trim (Width x Depth)		Bleed (Width x Depth)	
Spread	15 x 9½	(15.0 x 9.5)	16 x 10½	(16 x 10.5)	16¼ x 10¾	(16.25 x 10.75)
Full page	7 x 9½	(7.0 x 9.5)	8 x 10½	(8 x 10.5)	8¼ x 10¾	(8.25 x 10.75)
2/3 page*	4½ x 9½	(4.5 x 9.5)	5 x 10½	(5 x 10.5)	5¼ x 10¾	(5.25 x 10.75)
1/2 page vert.	4½ x 7⅞	(4.5 x 7.125)	<i>No-bleed ads accepted</i>			
1/2 page horiz.*	7 x 4¾	(7.0 x 4.75)	8 x 5¼	(8 x 5.25)	8¼ x 5½	(8.25 x 5.5)
1/2 page horiz. spread*	15 x 4¾	(15.0 x 4.75)	16 x 5¼	(16 x 5.25)	16¼ x 5½	(16.25 x 5.5)
1/3 page vert.*	2⅞ x 9½	(2.125 x 9.5)	2⅝ x 10½	(2.625 x 10.5)	2⅞ x 10¾	(2.875 x 10.75)
1/3 page square	4½ x 4½	(4.5 x 4.5)	<i>No-bleed ads accepted</i>			
1/6 page vert.	2⅞ x 4½	(2.125 x 4.5)	<i>No-bleed ads accepted</i>			

All measurements in inches.

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>PRINTING By web offset on publication grade enamel.</p>	<p>PROOFS All proofs must meet SWOP (Specifications Web Offset Publications) requirements.</p> <ul style="list-style-type: none"> 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. <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>TRIM & BINDING 8" x 10.5", saddle-stitched, except for Florida 500, which is perfect bound.</p>	
<p>DIGITAL FILE SPECIFICATIONS Preferred file format: PDF/X-1a.</p>	
<p>FILE BUILDING REQUIREMENTS</p> <ul style="list-style-type: none"> Use stylized fonts only. Do not apply style attributes to basic fonts. 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. Do not leave extra channels or layers in Photoshop CMYK files. B/W art should be grayscale or bitmap, either TIFF or EPS. Additional costs may be incurred if file is not supplied to specifications. 	<p>SENDING MATERIALS Florida Trend accepts materials via electronic receipt. A contract color proof should be supplied.</p> <ul style="list-style-type: none"> Preferred Method: Electronic transfer via e-mail, Files less than 20 megabytes can be emailed to JSouth@FloridaTrend.com. Files larger than 20 megabytes can be uploaded to our FTP site. Call (727) 892-2613 for instructions. <p>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.</p>

