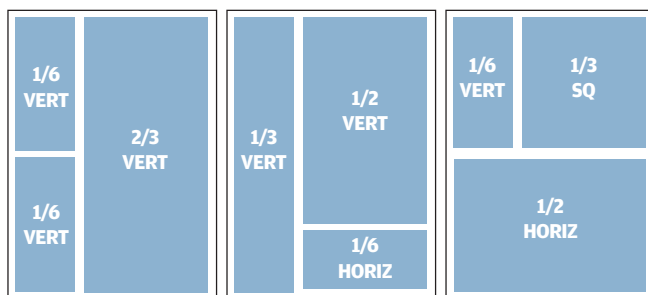


4-Color Rates			
	1x	6x	12x
2 Page Spread	\$9,860	\$8,120	\$6,580
Full page	4,735	4,110	3,410
2/3 page	3,810	3,315	2,740
1/2 page	3,275	2,850	2,350
1/3 page	2,275	1,980	1,640
1/6 page	1,140	990	820

Covers			
	1x	6x	12x
Cover II & III (Inside Front/Back)	\$4,950	\$4,310	\$3,610
Cover IV (Back Outside)	5,910	5,140	4,365

Ad Sizes (inches)	Width	Height
Full page (trim size)	8.125	10.875
Full page (with bleed)	8.375	11.125
Full page (live area)	7.125	9.875
2/3 page vertical	4.5	9.875
1/2 page horizontal	7.125	4.75
1/2 page vertical	4.5	7.375
1/3 page square	4.5	4.75
1/3 page vertical	2.062	9.875
1/6 page horizontal	4.5	2.062
1/6 page vertical	2.062	4.75



**ONE COLOR RATES** (black only) Quoted upon request.

**BLEED AND/OR PREFERRED POSITION** 10% of earned page rate.

**PRODUCTION** Artwork production is included with your advertising contract. If you would like to use your ad or photography outside of Orlando magazine, additional charges will apply. Please contact your account executive for more information. Artwork created by and for Orlando magazine cannot be used in another publication.

**CANCELLATION POLICY** Ad cancellation or moving of insertions requires written notice, submitted 30 days prior to that month's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided, ad cancellations and change orders will not be honored and the advertiser will be responsible for full payment as stated on the original contract.

**PRICES FOR BELLY BANDS, INSERTS, AND SPECIALTY LAYOUTS AVAILABLE UPON REQUEST.** Materials not meeting second-class postal requirements will be charged third-class postal surcharge. All are non-commissionable.

## Mechanical Requirements

Printing Process: Web Offset

Binding Method: Perfect

Trim Size: 8.125 x 10.875

All Bleeds must extend 1/8" beyond the trim

**ELECTRONIC FILES** All photography and illustrations must be provided digitally at no less than 300 ppi and color corrected as CMYK files—no spot colors.

**THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.**

**AD CREATION** All ad dimensions are listed to the left. We accept high-resolution PDF files or collected application files provided in a **Macintosh** format utilizing the following: Adobe InDesign, QuarkXPress, Adobe Illustrator, or Adobe Photoshop. Presentation software such as Microsoft PowerPoint are not usable and will not be accepted.

*Open Type fonts are recommended. Do not apply bold or italic using styles in Quark. All art must be provided at 300 ppi; line art at 600-1200 ppi. Use the "package" or "collect" function in InDesign or Quark to gather placed images and fonts. Please provide files via FTP, CD or DVD.*

**PROOFS** To ensure color accuracy, you can provide a hi-resolution color proof with SWOP color bars.

**FTP INSTRUCTIONS** Ad files can also be transferred via FTP server. Please contact the Advertising Services Department at 407.423.0618 ext. 228 for FTP instructions.

## DATES

Issue	Space Close/ Materials Due	Provided Ads Due
Jan.	Nov 25	Nov 27
Feb.	Dec 21	Dec 23
March	Jan 27	Jan 29
April	Feb 24	Feb 26
May	March 24	March 26
June	April 21	April 23
July	May 26	May 28
Aug.	June 23	June 25
Sept.	July 21	July 23
Oct.	Aug 25	Aug 27
Nov.	Sept 22	Sept 24
Dec.	Oct 20	Oct 22