

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, Adobe Illustrator, or Adobe Photoshop. Presentation software such as Microsoft PowerPoint are not usable and will not be accepted.

Open Type fonts are recommended. All art must be provided at 300 ppi; line art at 600-1200 ppi. Use the "package" function in InDesign to gather placed images and fonts. Please provide files via FTP, CD or DVD.

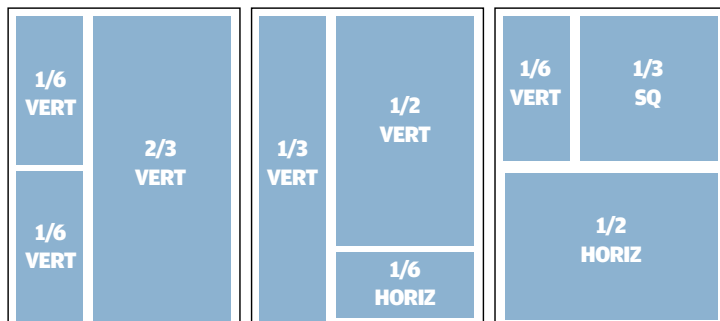
PROOFS To ensure color accuracy, you can provide a hi-resolution color proof with SWOP color bars.

FTP INSTRUCTIONS Ad files can also be transferred via FTP server. Email high resolution pdfs to: artdepartment@ftporlandomagazine.com or call the Advertising Services Department at 407.318.7246 for direct upload instructions.

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

DATES

Issue	Space Close/ Ad Materials Due
January	Nov 16
February	Dec 14
March	Jan 18
April	Feb 15
May	March 14
June	April 18
July	May 16
August	June 13
September	July 18
October	Aug 15
November	Sept 19
December	Oct 17



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In order to setup ad campaigns, the following information is needed:

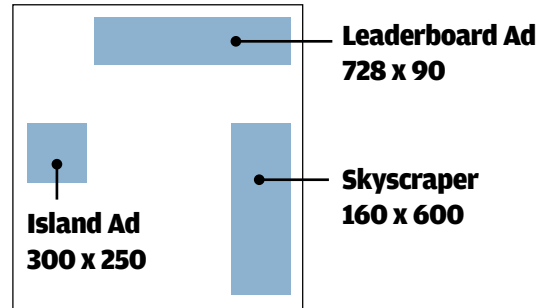
1. Name of campaign
2. Company name
3. Start and end date of campaign
4. Ad sizes (dimensions are in pixels)
 - 728 x 90 - Leaderboard Ad
 - 300 x 250 - Island Ad
 - 160 x 600 - Skyscraper Ad
5. File Types
 - JPEG - 40k or less - RGB
 - GIF - 40k or less - RGB
 - GIF Animated - 40k or less - RGB
 - Flash - 40k or less - RGB

Flash Notes

1. Macromedia Flash 7 compatible SWF file.
2. Animations should be no longer than 15 seconds.
3. Frame rate should be no more than 18 frames per second.
4. The SWF file, which is the compiled file from an original Flash-authored file, must be prepared to receive click-through parameters.

Build ads: Space reservation and materials due by the 15th of the previous month.

Provided ads: Space reservation and materials due by the 20th of the previous month.



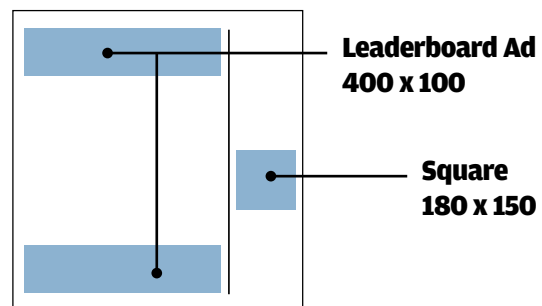
orlandomagazine.com
ad spaces

E-NEWSLETTER

1. Ad sizes (dimensions are in pixels)
 - Leaderboard - Ad 400 X 100
 - Square Ad - 180 x 150
2. File Types
 - JPEG - RGB
 - GIF - RGB

Build ads: Space reservation and materials due by the 15th of the previous month.

Provided ads: Space reservation and materials due by the 20th of the previous month.



e-newsletter ad spaces