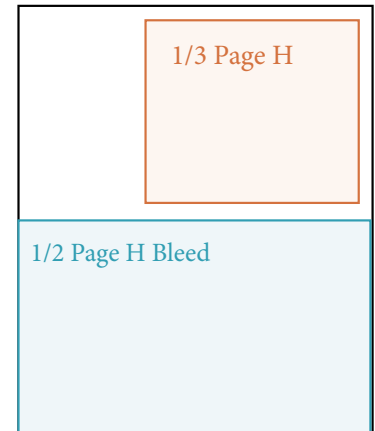


SPECIFICATIONS

DISPLAY AD SIZE	BLEED (w x h)	NON-BLEED
2-page spread **	18.25" x 11.125"	17" x 9.725"
Full page	9.25" x 11.125"	7.85" x 9.725"
1/2 page horizontal	9.25" x 5.625"	7.85" x 4.45"
1/2 page vertical	4.75" x 11.125"	3.7" x 9.725"
1/3 page horizontal	NA	5.4" x 4.45"
1/3 page vertical	NA	2.6" x 9.725"
1/4 page	NA	3.7" x 4.45"

**Allow .375" safety in gutter total .1875" each side



PUBLICATION SPECIFICATIONS

- Magazine trims to 9" x 10.875"
- Bleed size is 9.25" x 11.125"
- Keep live matter .25" from trim
- Bindery: Perfect bind
- Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications. Advertisers will be invoiced at Publisher's cost for all preparation charges.

TECHNICAL SPECIFICATIONS

- PDF/X-1a is our preferred file format. To learn more about creating valid PDF/X-1a files, visit <http://www.adobe.com> and search for PDF/X-1a
- INDESIGN and Adobe Photoshop files are accepted in certain instances but only at high resolution and at the discretion of the magazine. All files must be SWOP CMYK or 300 and 400 dpi. Please Include With Your Ad: the intended issue, date and your contact information.
- Customer-supplied, SWOP-approved, contract color proof is required to ensure color accuracy on all ad files submitted. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file on press.

CONTACT

Ad Sales: sales@floridahomesmag.com
 Production: production@floridahomesmag.com

PRODUCTION MAILING ADDRESS

Florida Homes Magazine
 1511 2nd Street, Sarasota, FL 34236

SUBMISSION

Submit files digitally from the web at www.transferbigfiles.com/dropbox/floridahomesmag. Create a folder containing all of the necessary files, including fonts, and compress it using Stuffit (Mac) or WinZip (Windows). Include a plain-text "Read me" file with; the advertiser's name, a contact name, your phone number and e-mail address, a list of the included files, and any special instructions.

REAL ESTATE LISTINGS

Images must be CMYK 300dpi minimum size 4.25" w x 2.5" h. Description for 1/4 page ad no more than 260 characters for the 1/2 page advertisement less than 800 characters. One digital proof provided at no charge any additional proofs will be an additional charge. FH&L does not warrant information provided by realtors.

2013 DEADLINES

ISSUE	CLOSING DATE
Winter '13	December 21
Spring '13	March 10
Summer '13	May 1
Fall '13	Sept 14
Pre-Season '13	November 1