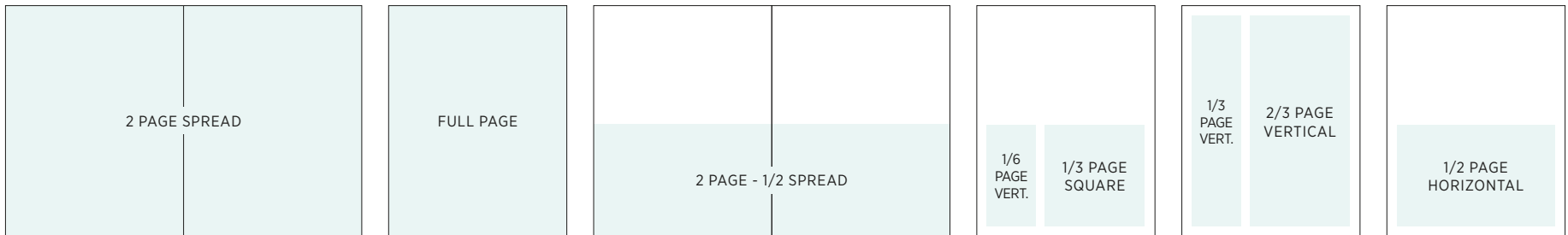


Mechanicals



TRIM SIZE (inches)	WIDTH	HEIGHT	BLEED
2 Page Spread	17*	11*	Add .125" on all sides
2 Page 1/2 Spread	17*	5.3125*	Add .125" on all sides
Full Page	8.5*	11*	Add .125" on all sides
2/3 Page Vertical	4.75	10	None
1/2 Page Horizontal	7.5	4.8125	None
1/3 Page Square	4.75	4.8125	None
1/3 Page Vertical	2.325	10	None
1/6 Page Vertical	2.325	4.8125	None

*For bleed ads, please keep all live matter 0.25" from trim.

SPECIALTY ADVERTISING: Bound inserts, companion publications and other forms of specialty advertising are accepted - subject to publisher's approval. Contact your account executive for details.

PRINTING PROCESS:

Sheet-Fed Offset

BINDING METHOD:

Perfect

SINGLE-PAGE TRIM SIZE:

8.5" x 11". All bleed ads must add .125" bleed to trim-size (listed).

BLACK & WHITE:

Upon request.

ELECTRONIC FILES:

We prefer high-resolution PDF files created in one of the following: Adobe InDesign, Adobe Illustrator or Adobe Photoshop. All photography and illustrations used must be no less than 300 dpi and color corrected as CMYK files. Open Type fonts are recommended. All art must be provided at 300 dpi; line art at 600-1200 dpi. Microsoft PowerPoint and Publisher files will not be accepted.

PREFERRED POSITION:

10% additional charge.

AD SUBMISSION:

Email high-resolution PDFs and requests for information on uploading to our FTP site to art@FLMag.com.

PROOFS:

Please provide a high-resolution color proof with SWOP color bars.

PRODUCTION: Artwork production is not included with your advertising contract and will incur an additional fee of \$85 per hour with a minimum of 1 hour. If you want to use your ad or photography outside of the magazine, additional charges will apply. Artwork created by and for the magazine cannot be used in another publication. Please contact your account executive for more information.

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 and space is reserved and the advertiser does not meet copy deadline, publisher may insert a previous advertisement. In circumstances where there has been no previous advertisement, the magazine may prepare and insert an advertisement without prior approval of copy or layout by the advertiser and the advertiser will be responsible for full payment as stated on the original contract.