

## Production Specifications

### MANUFACTURING

<b>PRE-PRESS:</b>	Computer-to-Plate (CTP)
<b>PRESS:</b>	Web offset
<b>BINDING:</b>	Saddle-stitch
<b>TRIM SIZE:</b>	Full page – 8-1/8" x 10-7/8"
	Spread – 16-1/4" x 10-7/8"

### DIMENSIONS

#### NON-BLEED AD UNIT SIZES

Space	Width	Depth
Spread	15"	10"
Full Page	7-3/8"	10"
2/3-Page	4-3/4"	10"
1/2-Page horizontal	7-3/8"	4-3/4"
1/3-Page square	4-3/4"	4-3/4"
1/3-Page vertical	2-1/4"	10"
1/6-Page vertical	2-1/4"	4-3/4"
1/6-Page horizontal	4-3/4"	2-1/4"
1/12-Page	2-1/4"	2-1/4"

#### BLEED AD UNIT SIZES

Space	Width	Depth
Spread	16-1/2"	11-1/8"
Full Page	8-3/8"	11-1/8"
2/3-Page	5-5/8"	11-1/8"
1/2-Page horizontal	8-3/8"	5-1/2"
1/2-Page horizontal spread	16-1/2"	5-1/2"
1/3-Page vertical	3"	11-1/8"

Keep live copy a minimum of 3/8" inside final trim for safety.

### SHIPPING INSTRUCTIONS

Joe Bono  
Florida Realtor magazine  
7025 Augusta National Drive  
Orlando FL 32822-5017

407.438.1400 ext 2327  
407.438.1411 FAX  
advertise@far.org

### DIGITAL FILES

**ACCEPTABLE FORMATS:** Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
TIFF  
EPS (see miscellaneous)  
QuarkXpress (Macintosh)

**ACCEPTABLE MEDIA:** CD-R, DVD-R

**PROOFS:** Color ads must be accompanied by a digital color contract proof. Acceptable proofs include any proof that meets SWOP specifications. For detailed information, see <http://www.swop.org>. Laser proofs will be used only for content, not for color. Publisher and printer will not accept responsibility for the final outcome of the ad when no proof or a non-standard proof is submitted with digital files.

**Indicate the issue for which the digital files are supplied, i.e.: Florida Realtor, June 2009.**

### MISCELLANEOUS INSTRUCTIONS

Supply CMYK color-corrected electronic printable files. To guarantee correct color reproduction, include a proof that meets SWOP specifications. See [www.swop.org](http://www.swop.org).

Files must include ALL FONTS — Include both printer and screen fonts.

Include ALL artwork/links (i.e. placed graphics, photographs, logos). Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100% OF ACTUAL SIZE USED IN AD.

Artwork must be converted to CMYK colors. RGB colors are not acceptable. Convert any Pantone colors from "spot" to "process" (CMYK) before saving files.

Non-Mac files must be saved as TIFF or exported as encapsulated postscript (.EPS) in CMYK color with fonts converted to curves.

**Additional costs may be incurred if file is not supplied to specifications.**

