

ISLANDS

Mechanical Requirements

Publication Trim Sizes:

One Page	8-3/8" x 10-1/2"
Spread	16-3/4" x 10-1/2"

Keep all live matter 1/4" from trim. On gutter bleed spreads, allow 1/4" on either side of gutter for live matter.

Page Unit Sizes:

	Width x Height
Two-page spread bleed	17" x 10-3/4"
Two-page spread nonbleed	15-1/2" x 9-1/2"
Full page bleed	8-5/8" x 10-3/4"
Full page nonbleed	7-3/8" x 9-1/2"
Half-page spread bleed	17" x 5-3/8"
Half-page spread nonbleed	15-1/2" x 4-5/8"
Two-thirds page bleed	5-9/16" x 10-3/4"
Two-thirds page nonbleed	4-5/8" x 9-1/2"
One-half page (horizontal)	7-3/8" x 4-5/8"
One-half page bleed (horizontal)	8-5/8" x 5-3/8"
One-half page (island)	4-5/8" x 7-1/2"
One-third page bleed (vertical)	3-3/16" x 10-3/4"
One-third page nonbleed (vertical)	2-1/4" x 9-1/2"
One-third page (square)	4-5/8" x 4-5/8"
One-sixth page (Marketplace)	2-1/4" x 4-5/8"

Shipping Instructions

Questions?

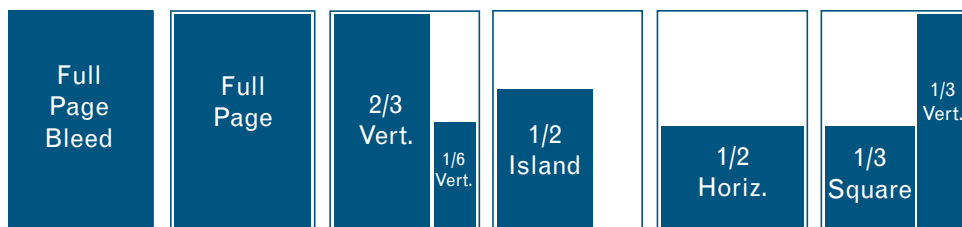
Please contact Advertising Services Manager at 407-571-4907.

Photos, copy, logos, materials, etc. for ad design services ship to:

ISLANDS
Advertising Services Manager
460 North Orlando Avenue, Suite 200
Winter Park, FL 32789
Phone: 407-571-4907

Final Ad Materials (ready to print) ship to:

RR Donnelley & Sons Company
Lancaster Premedia Center
Attn: ISLANDS Ad Management
Module
216 Greenfield Road
Lancaster, PA 17601
Phone: 717-481-2851
Or submit electronically at
www.rrd-lpc.com/bonnier



Digital Requirements

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

Ad Sizes: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

Preferred Format: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

Accepted Formats: InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org.

To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output" Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

- **Fonts:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.
- **Photos:** All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

- **Graphics:** TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

Proofs: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Media Transfer: CD-ROM, DVD

Electronic Transmissions: Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

For more information: Contact your ISLANDS ad services manager at 407-571-4907.

Electronic files are stored for one year only, unless otherwise requested in writing.

Binding: Perfect, foot jog.

Inserts: Consult your advertising representative.

Production and prepress services are available; rates upon request.

www.ISLANDS.com/mediakit