



PRINT AD SPECIFICATIONS

Platform: PC or Mac

Materials: Send on CD or post on Nelson Publications' Upload Center web site. Uploads are permissible only if a color proof is mailed or color is not critical. To post your ad material on our Upload Center web site, please access the address listed below and follow the instructions.

Upload Center: <http://www.nelsonpub.com/fileupload>

Recipients E-mail Address: mlotraffic@nelsonpub.com

File Format: PDF file using Press Quality job options are required. File must include crop marks and a **1/8" bleed on all sides**, if applicable. Use 300dpi CMYK images with color management off. Embed all fonts. Other file formats can be accepted but may require additional processing time and fees. These include 300dpi CMYK TIF, EPS with fonts converted to paths, and native InDesign or Quark file with packaged fonts and images. If complete font family is not provided with native file, font substitution may occur.

File Naming: Name file with advertiser's name and the issue month. Do not use slashes or quote marks in the file name. Please make sure the ".pdf" extension is included.

Mechanical: Magazine is printed on a Web Offset press. Pages are produced direct to plate using 150 line screen printing. Publication trim size is 7 3/4" x 10 3/4". Keep all essential material 3/8" from trim. Maximum total ink density is 280%. Trapped or overprinted files are not accepted, please set to knock-out. Color cannot be guaranteed if any elements must be converted to CMYK from RGB, LAB or Pantone.

Color Proof: Press-quality color proof, matching SWOP (Standard Web Offset Printing) standards, is preferred and required for color guidance on press. If a press-quality SWOP standard color proof is not provided, publisher does not assume responsibility for color matching or accuracy. Laser and inkjet printouts will be accepted for content only.

Charges: Creative services and ad alterations are available at a \$75. per hour rate, billed in 15 minute increments. A flat fee of \$75. will be charged to convert native files to PDF format. A press-quality SWOP color proof can be generated from a supplied PDF file for \$85.

Assistance: Contact the Production Manager at 800-226-6113 ext.175.

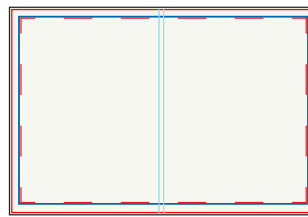
Nelson Publishing Inc.

Send Insertion Orders to:

Laura Moulton, Ad Contracts
2500 Tamiami Trail North
Nokomis, FL 34275
800-226-6113 ext.172
Fax: 941-966-2590
lmoulton@nelsonpub.com

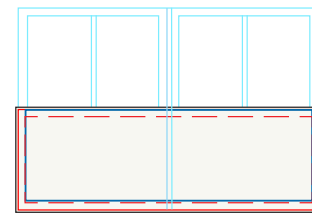
Send Ad Materials to:

MLO - Ad Traffic Manager
2500 Tamiami Trail North
Nokomis, FL 34275
800-226-6113 ext.194
Fax: 941-966-2590
mlotraffic@nelsonpub.com



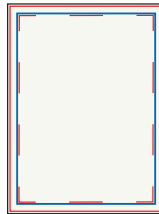
Two Page Spread

■ **Non-Bleed** 14 3/4" w x 10" h
■ **FOR BLEED AD***
■ **Trim** 15 1/2" w x 10 3/4" h
(Live Area** 14 3/4" w x 10" h)



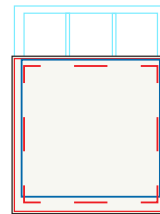
Pony Spread

■ **Non-Bleed** 14 1/2" w x 4 7/8" h
■ **FOR BLEED AD***
■ **Trim** 15 1/2" w x 5 3/8" h
(Live Area** 14 1/2" w x 4 5/8" h)



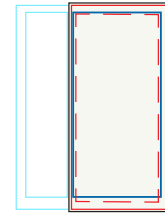
Full Page

■ **Non-Bleed** 7" w x 10" h
■ **FOR BLEED AD***
■ **Trim** 7 3/4" w x 10 3/4" h
(Live Area** 7" w x 10" h)



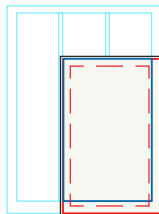
2/3 Square

■ **Non-Bleed** 6 3/4" x 7 1/2" h
■ **FOR BLEED AD***
■ **Trim** 7 3/4" w x 8" h
(Live Area** 6 3/4" w x 7 1/4" h)



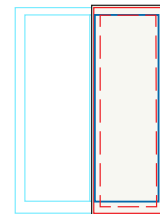
2/3 Vertical

■ **Non-Bleed** 4 1/2" w x 9 3/4" h
■ **FOR BLEED AD***
■ **Trim** 5" w x 10 3/4" h
(Live Area** 4 1/4" w x 10" h)



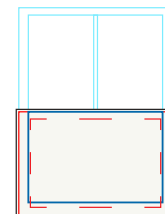
1/2 Island

■ **Non-Bleed** 4 3/8" w x 7 3/8" h
■ **FOR BLEED AD***
■ **Trim** 4 7/8" w x 8" h
(Live Area** 4 1/4" w x 7 1/4" h)



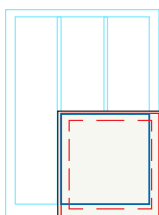
1/2 Vertical

■ **Non-Bleed** 3 3/8" w x 9 3/4" h
■ **FOR BLEED AD***
■ **Trim** 3 3/4" w x 10 3/4" h
(Live Area** 3 1/16" w x 10" h)



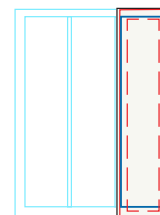
1/2 Horizontal

■ **Non-Bleed** 6 3/4" w x 4 3/4" h
■ **FOR BLEED AD***
■ **Trim** 7 3/4" w x 5 3/8" h
(Live Area** 7" w x 4 1/2" h)



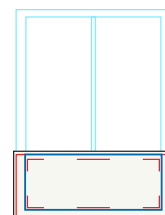
1/3 Square

■ **Non-Bleed** 4 7/16" w x 4 3/4" h
■ **FOR BLEED AD***
■ **Trim** 4 7/8" w x 5 3/8" h
(Live Area** 4" w x 4 3/8" h)



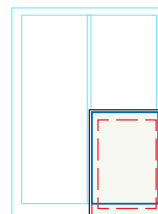
1/3 Vertical

■ **Non-Bleed** 2 1/4" w x 9 3/4" h
■ **FOR BLEED AD***
■ **Trim** 2 5/8" w x 10 3/4" h
(Live Area** 2" w x 10" h)



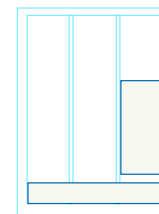
1/3 Horizontal

■ **Non-Bleed** 6 3/4" w x 3" h
■ **FOR BLEED AD***
■ **Trim** 7 3/4" w x 3 1/2" h
(Live Area** 7" w x 2 3/4" h)



1/4 Vertical

■ **Non-Bleed** 3 1/4" w x 4 3/4" h
■ **FOR BLEED AD***
■ **Trim** 3 3/4" w x 5 3/8" h
(Live Area 3 1/8" w x 4 5/8" h)



1/6 Vertical

■ **Non-Bleed** 2 1/16" w x 4 3/4" h
■ **Non-Bleed** 7" w x 1 1/8" h

*All Bleed Ads must have 1/8" bleed included on all four sides

**Center Live Area within Trim Area