

2012



Spread
14³/₄" x 10" non-bleed
15³/₄" x 11" bleed



Full Page
7" x 10" non-bleed
8" x 11" bleed



2/3 Vertical
4¹/₂" x 9³/₄" non-bleed
5³/₈" x 11" bleed



1/2 Island
4¹/₂" x 7³/₈" non-bleed
5³/₈" x 8¹/₄" bleed



1/2 Vertical
3¹/₄" x 9³/₄" non-bleed
4" x 11" bleed



1/2 Horizontal
6³/₄" x 4³/₄" non-bleed
8" x 5³/₄" bleed



1/3 Square
4¹/₂" x 4³/₄" non-bleed
5³/₈" x 5³/₄" bleed



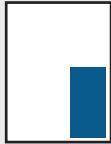
1/3 Vertical
2¹/₈" x 9³/₄" non-bleed
3" x 11" bleed



1/3 Horizontal
6³/₄" x 3" non-bleed
8" x 3³/₄" bleed



1/4 Vertical
3³/₄" x 4³/₄" non-bleed
4" x 5³/₄" bleed



1/6 Vertical
2¹/₈" x 4³/₄" non-bleed



1/8 Horizontal
3¹/₄" x 2¹/₂" non-bleed



1/8 Banner
7" x 1¹/₄" non-bleed

MAGAZINE SPECIFICATIONS

Printed web offset, saddlewire bound.

PLATE SIZE: 8" wide x 11" high (full bleed).

TRIM SIZE: 7³/₄" wide x 10³/₄" high.

LIVE AREA: keep essential elements ³/₈" inside trim edges.

(Bleed sizes shown include a ¹/₈" margin on all sizes)

PC or MAC files.

Native files mailed on CD with color laser proof, or PDF uploaded to our site. Uploads are permissible if a SWOP color proof is mailed or color is not critical.

FILE FORMAT: Include crop marks and, if applicable, ¹/₈" bleed on all sides. Use 300dpi CMYK images with color management OFF. Embed all fonts. PDF preferred, but other file formats can be accepted and may require additional processing time and fees. These include 300dpi CMYK TIF, EPS with fonts converted to paths, and native InDesign or Quark files with packaged fonts and images. If complete font family is not provided with native file, font substitution may occur. 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: If a press-quality SWOP (Standard Web Offset Printing) 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.

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

PDF SETTING: Use [PDF/X-1a:2001]. Flatten first, embed fonts. Images: 300 dpi, CMYK only. No JPEG or RGB files. 150 line screen, maximum ink density: 280%. Questions: 941-966-9521 x145.

PDF UPLOAD: send to <http://www.nelsonpub.com/fileupload> then email mlotrafic@nelsonpub.com to notify us of the upload.

CHARGES: Creative services and ad alterations are available at \$75/ hour. A flat fee of \$75 will be charged to convert native files to PDF format. A press-quality SWOP color proof can be purchased from a supplied PDF file for \$85.

QUESTIONS? Contact Production at: 800-226-6113 x145.

INSERTION ORDERS TO:
MLO Ad Contracts
2506 Tamiami Trail North
Nokomis, FL 34275
P: 800-226-6113 x 172
F: 941-966-2590
lmoulton@nelsonpub.com

AD MATERIALS TO:
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Nokomis, FL 34275
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