

FULL PAGE, NO BLEED

1/2 PAGE, HORIZONTAL



Ad Standards
UPDATED MAY 27, 2013

AD SIZES + SPECS

Ad SIZES: width x height

DIMENSIONS: in inches

Back Cover bleed bottom & left
W 8.5 (8 1/2) x H 8.125 (8 1/8)

Two Page Spread with bleed
W 17.0 x H 11.125 (11 1/8)

Inside Front Cover (page 2)
Full page, bleed optional, see below

Full Page no bleed
W 7.625 (7 5/8) x H 9.812 (9 13/16)

Full Page with bleed .
W 8.5 (8 1/2) x H 11.125 (11 1/8)

1/2 Page Horizontal
W 7.625 (7 5/8) x H 4.812 (4 13/16)

1/4 Page Vertical
W 3.75 (3 3/4) x H 4.812 (4 13/16)

1/8 Page (Biz Card Plus)
W 3.75 (3 3/4) x H 2.312 (2 5 /16)

TRIM SIZE + BLEEDS

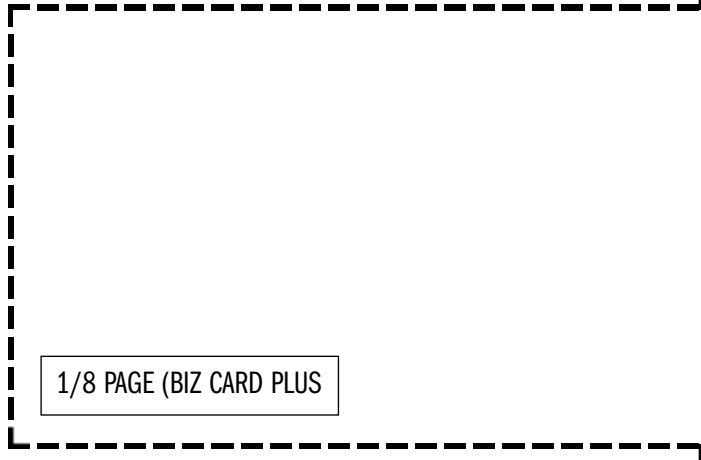
TRIM SIZE: page is 8 3/8 x 10 7/8 inches
OUTER 1/4-INCH: of page is 'dead' area subject to trim
IN BLEED ADS: do not place text in 'dead' area
BLEEDS: 1/8-inch

FILES, PHOTOS, ART + COLOR

FILES ACCEPTED: TIFF or press-ready PDF, 300 ppi
PHOTOS: must be 300 ppi at print size
LINE ART: should be 1200 ppi at print size
COLOR: CMYK
EMAILING FILES: If over 10 MB, contact us for procedure

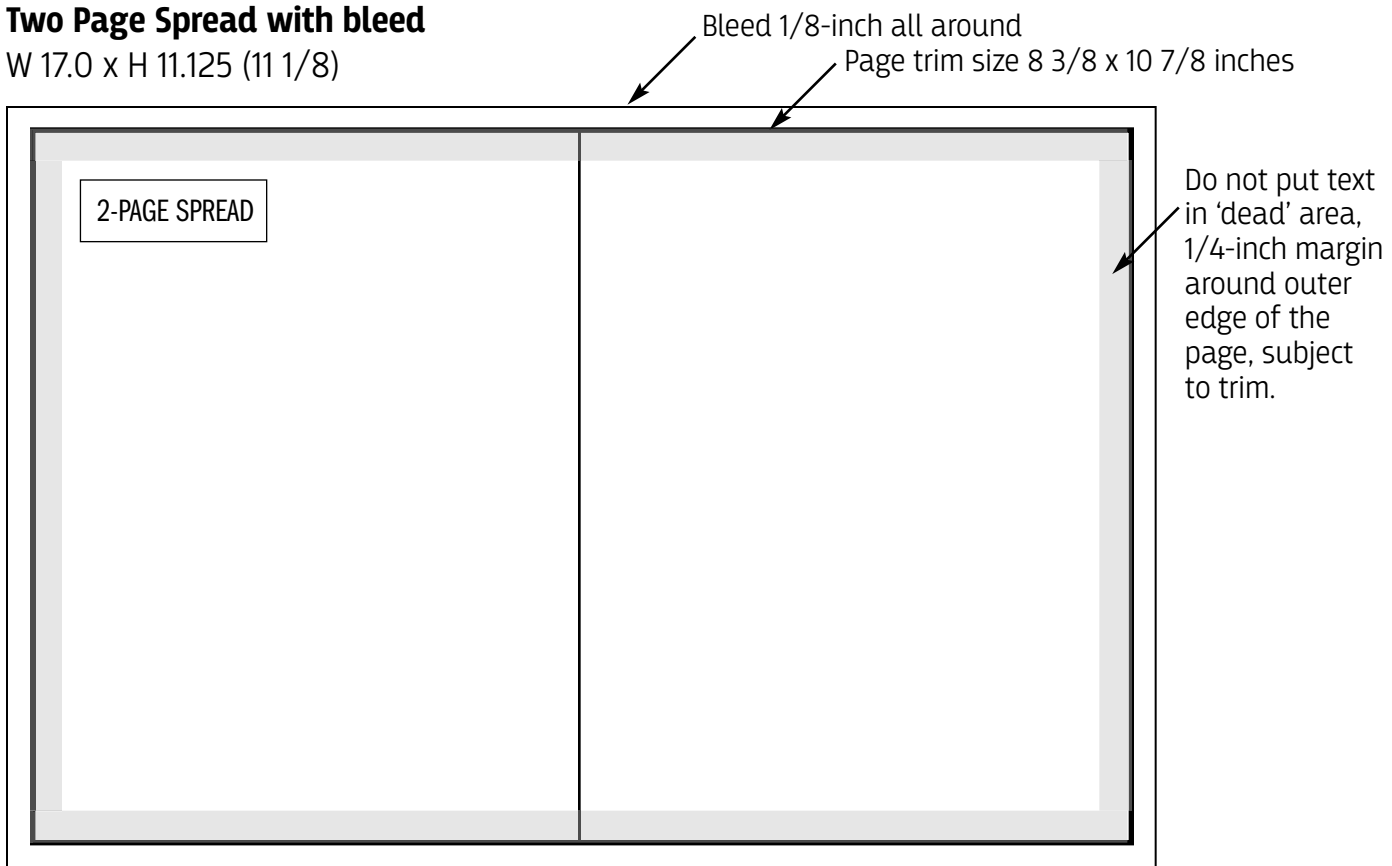
QUESTIONS?

Contact Cammie
(321) 917-1960
cammie@floridanativenurseries.org



Two Page Spread with bleed

W 17.0 x H 11.125 (11 1/8)



Back Cover bleed bottom & left

W 8.5 (8 1/2) x H 8.125 (8 1/8)

