

Floral Management Mechanical Requirements

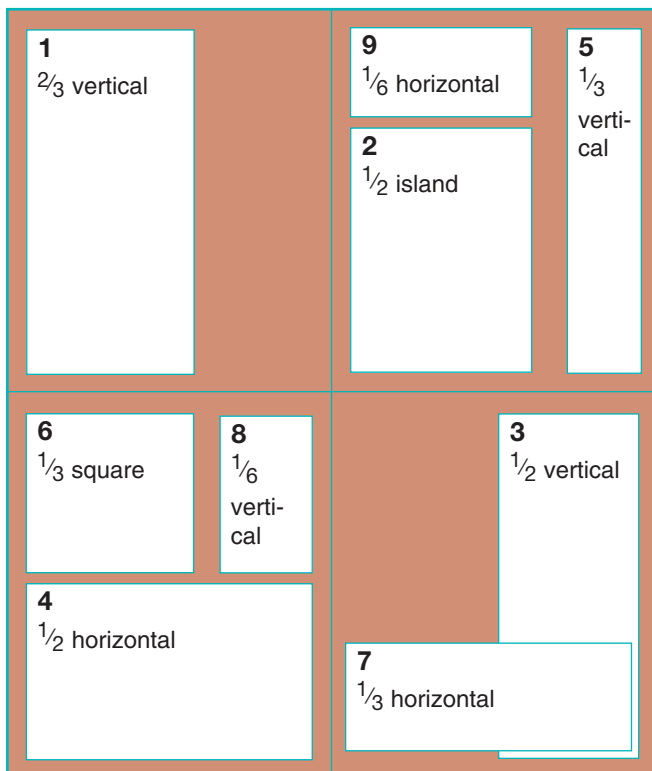
Size	Inches Wide	Inches Deep
Full Page	7 ¹ / ₄	10
1. ² / ₃ Vertical	4 ³ / ₄	10
2. ¹ / ₂ Island	4 ³ / ₄	7 ¹ / ₂
3. ¹ / ₂ Vertical	3 ⁵ / ₁₆	10
4. ¹ / ₂ Horizontal	7 ¹ / ₂	4 ⁷ / ₈
5. ¹ / ₃ Vertical	2 ¹ / ₈	10
6. ¹ / ₃ Square	4 ³ / ₄	4 ⁷ / ₈
7. ¹ / ₃ Horizontal	7 ¹ / ₄	3 ⁷ / ₈
8. ¹ / ₆ Vertical	2 ¹ / ₈	4 ⁷ / ₈
9. ¹ / ₆ Horizontal	4 ³ / ₄	2 ¹ / ₂

Printing Specifications

Printing web offset. Direct-to-plate. Saddle Stitched. 60# gloss stock.

Camera-ready art also accepted. Agency will be charged for camera and other expenses.

All four-color materials (including electronic files) must be accompanied by a digital color proof (at least 2400 DPI), Kodak Approval, Fiji FinalProof, PolaProof or similar. Laser prints, color copies or rainbow prints are not acceptable substitutes. Advertisers/agency will be billed at cost for proofs made by printer.



Guidelines for Electronic Files

A **digital color proof** (at least 2400 DPI), Kodak Approval, Fiji FinalProof, PolaProof or similar. Laser prints, color copies or rainbow prints are not acceptable substitutes. Advertisers/agency will be billed at cost for proofs made by printer. Without a proof, neither press nor publisher can be held responsible for correct color, images shift and image dropout.

Four-color images must be converted from RGB to CMYK.

Preferred file formats accepted: Portable Document Format (PDF). File must be saved as Press Setting (minimum) 300 dpi). All print, screen fonts and images must be imbedded in the file. All **4C** images must be in **CYMK mode** — NO RGB or Index Color.

Other Acceptable file formats: Encapsulated Postscript (EPS) files and TIF files saved with fonts and images imbedded. **No JPEG files.**

Label disk (CD-Rom accepted) with client name, Floral Management and the issue date. Publisher cannot be responsible for damage to disks, other media or the files contained within. Be safe and back-up your own materials before sending out file/data.

Print Date: 20th of month prior to issue date

Publication Trim Size: 8¹/₄ x 10⁷/₈

Full-Page Bleed: 8¹/₂ x 11¹/₈

Spread Trim: 16¹/₂ x 10⁷/₈

Spread Bleed: 16³/₄ x 11¹/₈

Other sizes may be available upon approval by Floral Management.

Current ad will run if new materials are not supplied by materials deadline.

For advertising information, contact:

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E-mail davefac@ix.netcom.com.

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Send insertion orders and ad correspondence to:

Floral Management
c/o Facinelli Media Sales, Inc.
1400 E. Touhy Avenue, Suite 260
Des Plaines, IL 60018
(727) 866-9647; fax (727) 866-9222

Send ad materials, New Product releases to:

Floral Management
1601 Duke Street
Alexandria, VA 22314-3406
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