

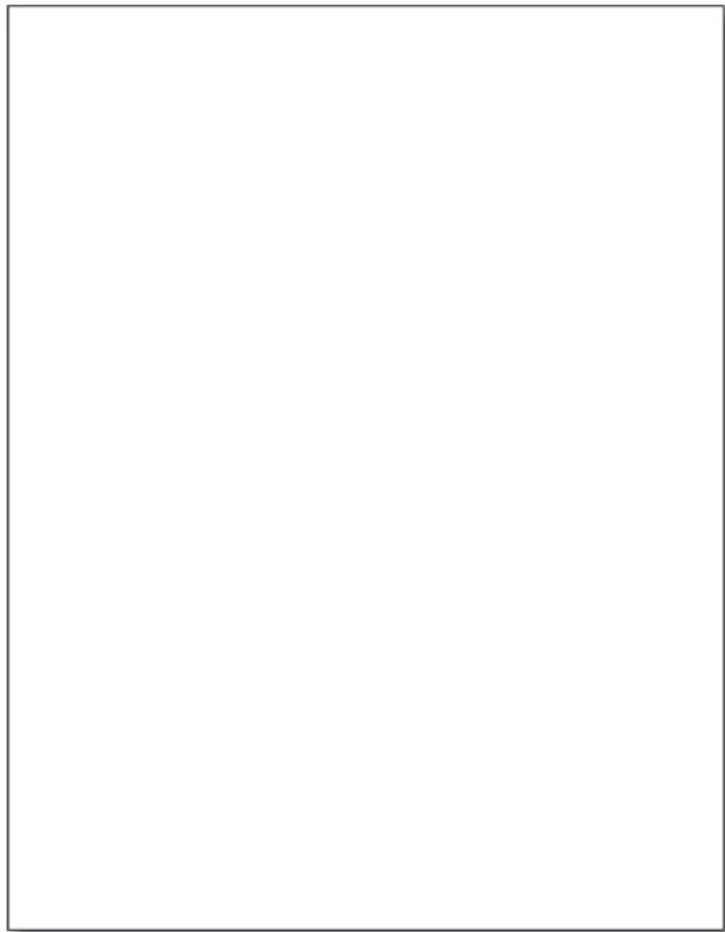
**Indian River magazine to design advertisement.**

Please provide logos, photos and suggested concepts to your account executive or fax this sheet to (772) 466-3346. All materials are due 30 days before publication date.

Proofs will be made available for approval before publication. Extra charges may apply if extensive photography is required.

**Advertisement will be designed by company or advertising agency.**

All advertisements should be e-mailed in PDF format to info@indianrivermag.com, delivered by disk to your account executive or mailed to Indian River Magazine, 308 Ave. A, Fort Pierce, FL 34950



## ACCEPTABLE FORMATS

### PDF

- Adobe PDF (preferred) set to print-quality specifications.
- Fonts must be embedded.
- All images must be 300 p.p.i.
- Convert all RGB images and spot colors to CMYK before creating PDF file. If PDF is black and white, convert all images and text to grayscale.
- A full-size proof of final PDF must be included.

### TIFF

- TIFF files with a final size equal to ad size are acceptable.
- TIFFs must have a resolution of at least 300 p.p.i.

### EPS and ILLUSTRATOR FILES

- Save Illustrator files as an EPS file.
- All graphics used in the original file must be embedded or included (TIFFs, EPSs, logos, etc.).
- Fonts (embedded in .EPS files and/or used in the document) must be converted to paths before the EPS file is created. This is especially important when sending a PC file. Watch for hidden text when converting.
- Convert PMS colors to CMYK (process color) and uncheck the "spot color box."

### MICROSOFT APPLICATIONS

MS Word, MS Publisher and Word Perfect files are NOT acceptable as final digital files submitted for printing.

- MS Word may be used to submit text for advertisements.
- MS applications may be used to provide layout ideas.

Additional copies of Indian River are available to advertisers at cost. Such orders should be made in advance of printing. Only one ad discount applied per issue.

## LAYOUT & INSTRUCTIONS

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## ADVERTISER ESSENTIALS

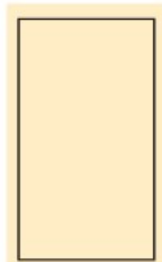
Advertiser Name:

Advertiser Address (include zip code):

Advertiser Phone Number:

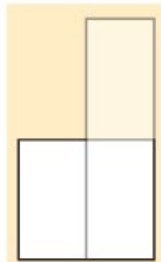
Advertiser Web site:

Name, e-mail address and phone number of ad contact:



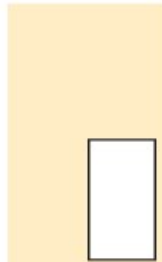
**Full Page (Bleed)**  
8.625" wide x 11.125"  
(.125" trim)

**Full Page (No-Bleed)**  
7.375" wide x 9.625"



**Half Page Horizontal**  
7.375" wide x 4.75" tall

**Half Page Vertical**  
3.5" wide x 9.625" tall



**Quarter Page**  
3.5" wide x 4.75" tall