

# FLORIDA SPORT FISHING

JOURNAL // ONLINE // TELEVISION



## 2017 MAGAZINE MEDIA KIT

DEMOGRAPHICS	SCHEDULE & RATES	WEBSITE ADS	DIGIMAG*	TELEVISION	ARTWORK SPECS
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### BLEED ADS

\*Add an **1/8" bleed** (.125") to **trim size** on all four sides. Please keep live matter 3/16" (.1875") from the trim.

Ad Size	Trim Size		Full Size (w/bleed)	
	Width	Height	Width	Height
Full Page Bleed*	8.375"	10.875"	8.625"	11.125"
2-Page Spread Bleed*	16.75"	10.875"	17"	11.125"
Junior Spread Bleed*	16.75"	5.3125"	17"	5.5625"
1/2 Page Bleed*	8.375"	5.3125"	8.625"	5.5625"

### NON-BLEED ADS

Ad Size	Width	Height
Island	4.375"	7.1875"
2/3 Page Vertical	4.8125"	9.875"
1/2 Page Vertical	3.5625"	9.875"
1/2 Page Horizontal	7.375"	4.8125"
1/3 Page Vertical	2.25"	9.875"
1/3 Page Square	4.8125"	4.8125"
1/4 Page Vertical	3.5625"	4.8125"
1/6 Page Vertical	2.25"	4.8125"
1/6 Page Square	3.5625"	3.167"
1/8 Page	3.5625"	2.25"
1/16 Page (Classified)	1.6563"	2.25"

ACCEPTED GRAPHIC FORMAT  
PDF X/1-a:2001

- ▶ No application files will be accepted
- ▶ All color spaces must be process (CMYK) or grayscale. No RGB, LAB, spot colors, or embedded ICC profiles accepted. RGB, LAB, and ICC based colors must be converted to CMYK for print.
- ▶ All bitmap/raster elements must be at a resolution of 300 dpi.
- ▶ All fonts must be embedded.
- ▶ All files should have marks indicating trim and bleed. All marks must be outside the trim and bleed area of the document.
- ▶ For bleed ads, keep all live matter 3/16" from trim on all sides.
- ▶ Non-bleed ads must have a continuous border.

PRINTING INFORMATION

**TRIM SIZE:** 8.375" x 10.875"  
**PRINTING:** Heat-Set Web Offset  
**BINDING:** Perfect Bound  
**COLORS:** CMYK Process  
**INK LIMIT:** 300%

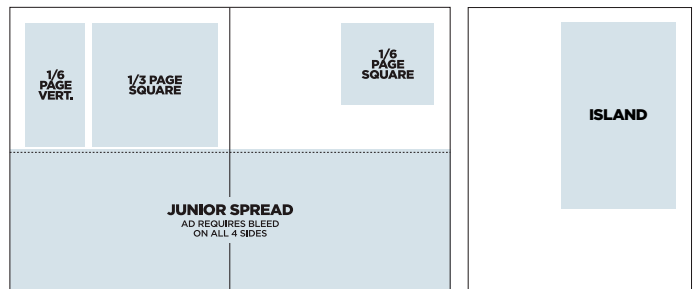
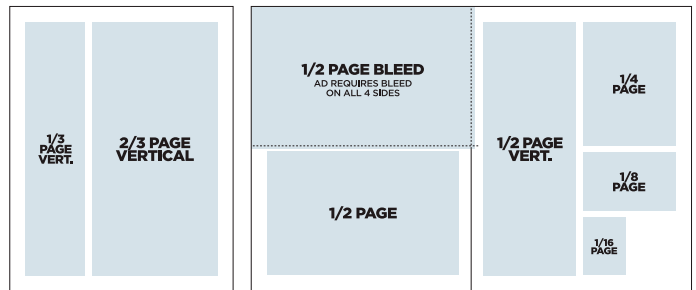
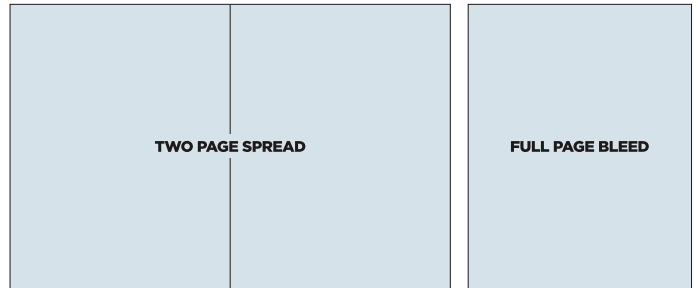
ACCEPTED DELIVERY MODES  
Email, File Transfer Service, CD/DVD or Flash Drive.

**EMAIL TO:** production@floridasportfishing.com  
**FILE TRANSFER SERVICE:** You may use your choice of service. (Dropbox, Hightail, WeTransfer, etc.)

**SHIP MATERIALS TO:** Florida Sport Fishing  
Attn: Production Department  
750 E. Sample Rd., Bldg. 10, Ste. 5  
Pompano Beach, FL 33064  
**MATERIAL STORAGE:** Storage media and SWOP proofs will not be stored.

**PROOFS**  
Kodak or Epson SWOP certified proof is required with ad submission for accurate color reproduction. **If a proof is not provided, color reproduction is not guaranteed.** Laser or inkjet proofs are not accepted.

**SEND PROOFS TO:** Florida Sport Fishing  
Attn: Production Department  
750 E. Sample Rd., Bldg. 10, Ste. 5  
Pompano Beach, FL 33064



### ARTWORK TERMS AND CONDITIONS

Florida Sport Fishing will not be held responsible for errors in reproduction if files are submitted incorrectly as pertaining to the above guidelines and/or a SWOP certified color proof is not provided. No liability is assumed for reproduction quality of any material received after the ad closing date listed on our production schedule (for a copy of our production schedule contact your account executive). Charges will apply for any production work necessary to create a press-ready file. These charges will be billed to the client/agency.

### SPECIALTY ADVERTISING

Gatefolds, spadeas, inserts, blow-in cards, and other forms of specialty advertising are accepted - subject to publisher's approval and may not contain third-party advertisements. Contact your account executive for rates and specifications.

### ADVERTISING TERMS AND CONDITIONS

The contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at anytime. Publisher shall not be liable for any costs or damages if, for any reason, publisher fails to publish an ad or for errors in ad placement, or in the index of advertisers. No cancellations of space will be accepted after the closing date. Covers and inserts cannot be cancelled.

**For more information on artwork submission contact:** production@floridasportfishing.com | 954.942.7261