

Ad Specifications

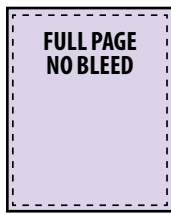
Ads that bleed: Center **Live Image Area** horizontally and vertically between bleed dimensions. **Partial Page Ads that bleed:** Specs allow enough bleed on both sides for ad to be placed on either a right-hand or left-hand page. **Ads that do not bleed :** Use **Live image Area** only.



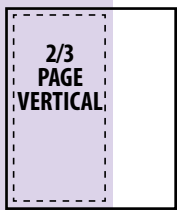
Trim Size: **16" w x 10½" h**
Bleed Size: **16¼" w x 10¾" h**
Live Image Area: **15¼" w x 9¾" h**



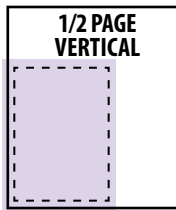
Trim Size: **8" w x 10½" h**
Bleed Size: **8¼" w x 10¾" h**
Live Image Area: **7¼" w x 9¾" h**



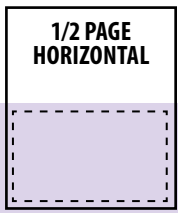
Trim Size: **8" w x 10½" h**
NO BLEED ALLOWANCE
Live Image Area: **7¼" w x 9¾" h**



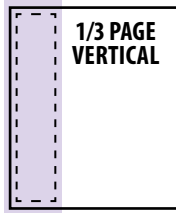
Bleed Size: **5¼" w x 10¾" h**
Live Image Area: **4¾" w x 9¾" h**



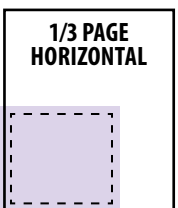
Bleed Size: **5¼" w x 8½" h**
Live Image Area: **4¾" w x 7½" h**



Bleed Size: **8¼" w x 5½" h**
Live Image Area: **7" w x 5" h**



Bleed Size: **2⅞" w x 10¾" h**
Live Image Area: **2¼" w x 9¾" h**



Bleed Size: **2⅞" w x 10¾" h**
Live Image Area: **2¼" w x 9¾" h**

=Live Image Area is 3/8" in from trim

=Bleed size

=Trim size

Accepted File Formats

1. Press-ready PDFs with all fonts embedded or supplied separately.
2. Packaged Adobe InDesign or Quark documents with all images, links and fonts attached.
3. Layered Adobe Photoshop or Illustrator .PDF, .PSD, .EPS or .TIFF with all fonts outlined, embedded or attached.

Art Retention Policy

Ad materials will be stored for 12 months. After 12 months, materials will be destroyed (without notification) unless advised otherwise.

Proofs

After you have uploaded your file to the FTP site, please email the Ad Traffic Coordinator with the name of the file and a low res PDF.

Ad Submission

Once you have placed your order with Dave Condiff, Carolyn Allen – our Ad Traffic Coordinator – becomes your primary contact for submitting your ad materials. Be sure to send a note to Carolyn after you have placed ad materials on the FTP site.

MAIL: Strang Communications

ATTN: Carolyn Allen

600 Rinehart Rd.

Lake Mary, FL 32746

PHONE: 407-333-0600 ext. 2282

EMAIL: carolyn.allen@strang.com

FTP

URL: ftp://strangftp.com

Login: adguest

Password: urADS!

When you log on to our site using the above login, it takes you directly into the production area where there is a folder for each magazine.

***In order to upload your ad, you must open/choose the folder for the magazine you are uploading to. You will not be able to upload until you open/choose a specific magazine folder.**

Once you are inside the magazine folder, you will be able to upload your ad. However, you will not be able to see anything inside the magazine folder you choose, including the ad you are uploading.