

Artwork Specifications



AD REQUIREMENTS AND SUBMISSIONS

- Ads should be submitted in high resolution PDF format, with all fonts and images embedded at 300 dpi resolution. All colors must be converted to CMYK color space (no spot or RGB colors will be accepted).
- If you are unable to send your ad in PDF format, we can accept these additional formats: (.EPS - .JPG - .PNG - .PSD - .TIF). Ads submitted in these formats are also required to be high-resolution 300 dpi and in CMYK color space.
- Ads sent as web graphics or at low-resolution formats will run as such. OFM is not responsible for incorrect file formats being submitted. A proof will be emailed to you for your approval.
- If you would like an existing ad edited with new or updated content, we accept ads in these formats: (Adobe CS including Adobe Illustrator, Adobe InDesign and Adobe Photoshop). Please send the layered native document along with all links, fonts, graphics, logos, etc. If an existing flattened ad document is submitted for edit, we are limited in what we can do with it.
- All blacks should be built as "rich blacks" C-65%, M-65%, Y-65%, K100%.
- Artwork submitted that does not meet the exact criteria listed here will incur a production charge of \$85.00 per hour.
- Web ad submissions, send (.JPG or static .GIF) at 72 dpi resolution. No Flash (.SWF) or (animated .GIF) files.
- All artwork can be e-mailed to production@orlandofamilymagazine.com.

MONTHS / ISSUES	SPACE DEADLINE	ARTWORK DEADLINE
January 2013	December 5	December 4
February 2013	January 4	January 11
March 2013	February 6	February 15
April 2013	March 6	March 15
May 2013	April 5	April 12
June / July 2013	May 8	May 17
August 2013	July 5	July 12
September 2013	August 7	August 16
October 2013	September 6	September 13
November 2013	October 4	October 11
December 2013	November 6	November 15

VALUE ADDED CREATIVE SERVICES:

- Orlando Family Magazine will produce your four color ad, at no cost, for placement in our magazine only. If you would like to purchase your ad for use in alternate publications, an additional fee of \$200.00 is required.

AD MAT SPECIFICATIONS				
Ad Size	Ad Info	Bleed Size	Width	Height
Full Page	No Bleed		7.375"	9.875"
Full Page	Bleed	.25 x 4"	8.875"	11.375"
Full Page	Trim		8.375"	10.875"
2/3 Page	Vertical		4.75"	9.875"
2/3 Page	Bleed	.25 x 4"	5.75"	11.375"
1/2 Page	Vertical		4.834"	7.25"
1/2 Page	Horizontal		7.375"	4.834"
1/3 Page	Vertical		2.25"	9.875"
1/3 Page	Square		4.75"	4.857"
1/6 Page	Vertical		2.379"	4.802"
1/6 Page	Horizontal		4.817"	2.379"

RESOURCE GUIDE		
Ad Size	Width	Height
Junior Ad	2.39"	1.59"
Standard Ad	2.39"	2.83"

AD MAT LAYOUTS

RESOURCE GUIDE LAYOUTS

For production questions call
407.648.7002