

# floral management

## Mechanical Requirements

**Print Date:** 25th of month prior to issue date.

**Publication Trim Size:** 8.25" x 10.875"

**Spread Trim:** 16.50" x 10.875"

**Spread Bleed:** 16.75" x 11.125"

Print Ad Size	Width	Height
Full Page Ad, Bleed, Live Area	8.00"	10.625"
Full Page Ad, no bleed	7.25"	10"
1/2 Island	4.6"	7"
2/3 Vertical	4.6"	9.625"
1/2 Horizontal	7"	4.675"
1/3 Vertical	2.2"	9.625"
1/3 square	4.6"	4.675"
1/3 Horizontal	7"	3.375"
1/6 Vertical	2.2"	4.675"
1/6 Horizontal	4.6"	2.25"

### Partnership site, contact:

**Sheila Santiago**

Director of Publishing

**p:** 703.838.5225

**e:** [ssantiago@safnow.org](mailto:ssantiago@safnow.org)

### Printing Specifications:

Printing web offset. Direct-to-plate. Saddle Stitched.  
Separate Cover 110lb. Gloss, Text 50lb.

### Guidelines for Electronic Files:

Preferred file formats accepted: Portable Document Format (PDF/ x1A 2001 version). File must be saved as Press Setting (minimum 300 dpi). All print, screen fonts and images must be embedded in the file.

All **4 Color** images must be in **CYMK mode only** —  
**NO RGB, Pantone or Index Color.**

**A digital color proof** Adobe Photoshop CMYK TIFF, EPS or JPEG files at a resolution of 300 dpi or better. All fonts must be embedded in a high resolution pdf, Adobe Illustrator/InDesign CMYK EPS files.

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.

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

### Send insertion orders and ad correspondence to:

Upload ad materials at: [SAFpartnerships.org](http://SAFpartnerships.org)

**Sheila S. Santiago**

email: [ssantiago@safnow.org](mailto:ssantiago@safnow.org).

### Floral Management

1001 North Fairfax Street

Suite 201

Alexandria, VA 22314