

floral SAF management

THE FLORAL BUSINESS AUTHORITY

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"

Full Page Ad, Bleed, Live Area: 8.25" x 11.125"

Full Page Ad, no bleed: 7.25" x 10"

1. 1/2 Island 4.6" x 7"
2. 2/3 Vertical 4.6" x 9.625"
3. 1/2 Horizontal 7" x 4.675"
4. 1/3 Vertical 2.2" x 9.625"
5. 1/3 square 4.6" x 4.675"
6. 1/3 Horizontal 7" x 3.375"
7. 1/6 Vertical 2.2" x 4.675"
8. 1/6 Horizontal 4.6" x 2.25"

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.

For advertising information, contact:

Kelli Nilsson:
(214) 291-3652
(800) 800-0341
kelli@mohanna.com

Matthew Thomasson:
(214) 291-3656
(800) 800-0341
Matthew@mohanna.com

Send insertion orders and ad correspondence to:

Send **ad materials and new product press releases** to:

Sheila S. Santiago
email: ssantiago@safnow.org
Floral Management
1001 North Fairfax Street
Alexandria, VA 22314
(800) 336-4743 ext. 225