

AD RATES & SPECS

FILM FLORIDA PUBLISHING COMPANY

P.O. Box 143913 • Coral Gables, Florida 33114-3913 • Toll Free: 877-FilmFLA • Tel: 305-442-9444 • Fax: 305-446-5168
 Publishers of the Miami Production Guide & Film Florida Production Guides

COLOR AD RATES - ELECTRONIC GUIDE & WEBSITE

ELECTRONIC GUIDE Ad Size	ALL ADS ARE NOW IN FULL COLOR	Florida Keys
Full Page - Full Bleed	\$ 1850.00	\$ 560.00
1/2 Page Horizontal	\$ 1190.00	\$ 360.00
1/2 Page Vertical	\$ 1190.00	N/A
1/3 Page Horizontal	\$ 960.00	\$ 280.00
1/3 Page Vertical	\$ 960.00	N/A
1/6 Page	\$ 540.00	\$ 160.00
Bold Listing	\$ 65.00	\$ 65.00
WEBSITE		
**HOME PAGE		
Banner Ad 240 x 120 pixels	\$590.00	
***CATEGORY PAGES		
Banner Ad 240 x 120 pixels	\$390.00	

***When you purchase a display ad you can add a **Banner Ad** on a **Category Page** for an additional \$100.00

MOBI ADVERTISING Call for pricing 305-442-9444



Production Guides Specifications:

ELECTRONIC

- Final Trim Size of Publication 5.5" x 8.5"
- *Bleed Size for Full Page Ads 5.75" x 8.75"
- Info Format Adobe PDF 9.0
- Encased for Distribution USB 2.0 Flash Drive

*Live copy area for full page ads is 4.5 x 7.625. Please remember when designing your ad to keep copy within this range. We are not responsible for image and text that trims because ad is supplied improperly sized or does not conform to our published sizes and specification requirements.

COLOR:

- Bleed: No charge
- Color Covers and Tabs: Limited availability. Call for position and pricing.
- *Color Ads: Call to check availability of color positions in your category.

Internet Services: Link to existing website \$250.00.
 Online resume set up fee \$50.00. Free for CREW with display ad.
 Must be provided in MS Word or PDF Format. Restrictions apply.

DESIGN & GRAPHIC DEPARTMENT RATES

WEB

- Static Ad.....\$35
- Animated Gif.....\$75
- Flash Small.....\$125

E-Book

- Embed email or Website address\$10
- TIFF file conversion to hyperlinked pdf..... \$50
- Flash Small.....\$125
- Flash Large.....\$175 & up

** Home Page Banner Ads include weblink and rotate in and out.
 *** Category Page Ads do not rotate. When purchased with a display ad the web ad includes weblink in all categories, resume if applicable and ad display link. Banner ad only includes weblink in all categories.

MECHANICAL & ELECTRONIC DATA

Please review our electronic ad requirements carefully and call us at 305-442-9444 if you have any questions.

ALL ADS MAY BE SUBMITTED as Macintosh or PC Compatible Files.

File Requirements: eBook and Web

Acceptable Image File Formats: PDF files are the preferred format for static ads in the eBook, and jpg or .gif for the web. Ads with motion for web may be submitted as animated .gif or flash. Ads with motion for eBook must be submitted as flash ONLY. If corrections or modifications become necessary, please have the image ready .psd or flash .fla file available to either alter yourself or send to us for alterations (charges apply). Animated gifs may be used as submitted for website in the eBook but will be subject to conversion to flash and charges may apply.

File Sizes: PDF files must not exceed 900K. Flash .swf files must not exceed 275K. Animated .gif files must not exceed 90K.

Layout: We prefer you convert your gif or swf files to the final size format but will accept .psd or .fla files to convert for you (charges apply). We do not accept Adobe Image Ready files. All pdf files should have text converted to outlines or fonts embedded to render correctly. Odd fonts may not render and should be avoided when designing. Layout should consider space available and be clean, simple with a direct message. Complicated or overly creative ads may not be as effective in delivering your message.

Proofs: All electronic ads must be accompanied by a hard copy printed proof. All proofs must be supplied at 100%.

Color: All electronic ad files and embedded images must be RGB color, **Not CMYK**. Color management should be turned OFF.

Adobe Acrobat PDF Files: Pdf files must be created using the Acrobat Distiller program. Settings for the distiller should be for WEB or E-Book. All downsize dpi functions should be set to 72 dpi and the PPD used should be Generic Postscript Printer.

Media Accepted: Ads accepted on CD, DVD, Flash Drive via email or via ftp. For ftp information, call for instructions.

Send: Mail all files to Film Florida Production Company - Attention : Graphics Department, P.O. Box 143913, Coral Gables, FL 33114-3913. Sending files via Email is acceptable. If you mail us your artwork, or send your files on disc via Fedex, UPS or by a courier service, please call 305-442-9444 for overnight/courier address.

We will accommodate most minor corrections free of charge. All other corrections, modifications or adjustments to customer art will be billed at \$80.00 an hour (\$40.00 minimum). If you do not have an ad agency or staff graphic artist, we suggest you allow us to build your ad for you. Prices are very reasonable, (\$80.00 per hour) and are based upon size and complexity. You will have to provide us with ad copy, photography and any logos or line art you wish incorporated into the finished ad. Please allow additional time prior to deadlines for this service.

**SUPPLIED ADS WILL DISPLAY AS RECEIVED
NO PROOFS ARE FURNISHED FOR SUPPLIED ADS**

Ad Sizes		Final Page Size is 5.5" x 8.5"	
Full Page - Full Bleed 5.75" x 8.75" 1/8" bleeds all four sides *Live copy area 4.5" x 7.625"	Full Page - No Bleed 4.5" x 7.675"		
1/2 Page Horizontal 4.5" x 3.75"	1/2 Page Vertical 2.125" x 7.125"		
1/3 Page Horizontal 4.5" x 2.125"	1/3 Page Vertical 2.125" x 4.5"		
1/6 Page 2.125" x 2.125"			
WEB BANNER SMALL 240 x 120 PIXELS			

The above ad sizes reflect maximum size at outer edge of keyline border surrounding ad. If ad is supplied without keyline border (box surrounding ad) then Film Florida Publishing Company reserves the right to place a keyline around ad.

