

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

BLACK & WHITE AND COLOR AD RATES - **PRINT**

Ad Size	B&W	*Color	Florida Keys	
			B&W	*Color
Full Page - Full Bleed	\$ 1850.00	\$ 2590.00	\$ 560.00	\$ 895.00
1/2 Page Horizontal	\$ 1190.00	\$ 1670.00	\$ 360.00	\$ 585.00
1/2 Page Vertical	\$ 1190.00	\$ 1670.00	N/A	
1/3 Page Horizontal	\$ 960.00	\$ 1350.00	\$ 280.00	\$ 475.00
1/3 Page Vertical	\$ 960.00	\$ 1350.00	N/A	
1/6 Page	\$ 540.00	\$ 800.00	\$ 160.00	\$ 280.00
Bold Listing	\$ 65.00		\$ 65.00	

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: Resume Service \$100.00 (One time set up fee \$50.00).
 Free for CREW with display ad.
 Link to existing Web Site \$250.00. Free for full & half page advertisers

PUBLICATION DATA

RATE CARD EFFECTIVE: **MAY 1, 2010**

Production Guides Specifications:

PRINT

Final Trim Size of Publication 5.5" x 8.5"
 *Bleed Size for Full Page Ads 5.75" x 8.75"
 Cover Stock 120# Gloss Coated Cover
 Text Stock 80# Coated #3 Gloss Enamel Text
 Printing Process Sheetfed Offset Lithography
 Binding Spiral Wire O Bound

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 to **prevent bindery from trimming or binding into your ad headlines or text**. 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.

BLACK & WHITE AND COLOR AD RATES - **ELECTRONIC GUIDE & WEBSITE**

ELECTRONIC GUIDE Ad Size	B&W	*Color	addl for Flash	Florida Keys	
				B&W	*Color
Full Page - Full Bleed	\$ 1850.00	\$ 2590.00	\$100 Introductory Price	\$ 560.00	\$ 895.00
1/2 Page Horizontal	\$ 1190.00	\$ 1670.00	\$100 Introductory Price	\$ 360.00	\$ 585.00
1/2 Page Vertical	\$ 1190.00	\$ 1670.00	\$100 Introductory Price	N/A	
1/3 Page Horizontal	\$ 960.00	\$ 1350.00	\$100 Introductory Price	\$ 280.00	\$ 475.00
1/3 Page Vertical	\$ 960.00	\$ 1350.00	\$100 Introductory Price	N/A	
1/6 Page	\$ 540.00	\$ 800.00	\$100 Introductory Price	\$ 160.00	\$ 280.00
Bold Listing	\$ 65.00	\$ 65.00			

WEBSITE
****HOME PAGE**

Banner Ad 300 x 120 pixels	\$590.00
Banner Ad 300 x 250 pixels	\$830.00

*****CATAGORY PAGES**

Banner Ad 300 x 120 pixels	\$390.00
Banner Ad 300 x 250 pixels	\$630.00
Added when Display Ad In Guide Purchased for	\$100.00

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: Resume Service \$100.00 (One time set up fee \$50.00).
 Free for CREW with display ad.
 Link to existing Web Site \$250.00. Free for full & half page advertisers

DESIGN & GRAPHIC DEPARTMENT **RATES**

Static Ad	\$35
Animated Gif	\$75
Flash Small	\$125
Flash Large	\$175
E-Book	
Embed eMail or Website address	\$10
TIF File Coverion to embedded PDF	\$50

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

MECHANICAL & ELECTRONIC DATA

Please review our print 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.

Electronic File Requirements: **PRINT**

Acceptable Image File Formats: PDF files are the preferred format. We will accept EPS, PSD, TIF or JPG. Please provide layered files if available. All files should be high resolution (300 dpi minimum) CMYK (for color ads) or Grayscale. Single bit images should have a minimum resolution of 600 ppi and an optimum resolution of 1200 ppi. When saving images, DO NOT embed any color profiles. OPI setting should be omitted or OFF.

Scans & Logos: PDF or EPS preferred 300 dpi at 100% CMYK or Grayscale. DO NOT embed any color profiles.

Page Layout Applications: We prefer you convert your page application files to the PDF format but will accept Quark Xpress files. We do not accept Adobe Image Ready files. All Quark page layout files must be collected and be provided with fonts (Adobe Type 1, 2 or 3 (postscript) with screen and printer fonts) and images in either 300 dpi CMYK TIF or EPS formats. Before sending preflight and "collect for output", and include all of the collected images, fonts & the REPORT.

Proofs: All ads must be accompanied by a hard proof. For color ads, we prefer an Iris or Kodak Approval if you want us to reasonably match desired colors. Any other color proof format (laser or ink jet) will be used to match content only. Grayscale ads should be accompanied by a high resolution laser print or velox. Ink jet proofs or other formats will be used to match content only. All proofs must be supplied at 100%. electronic file, unless uploaded to our ftp site. Proofs for files uploaded via ftp should be sent as a .jpg attachment to an email confirming your upload is complete and ready for us to download and incorporate in the guide.

Crop Marks: Include crop and bleed marks. Please allow .125 inch bleed on all sides.

Color: All files and embedded images must be CMYK color, **Not RGB**. 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 PRESS or Service Bureau. All downsize dpi functions should be off and the PPD used should be Generic Imagesetter or Postscript Printer.

Media Accepted: Ads accepted on CD, DVD, Flash Drive, via email or by uploading to our ftp site. TO upload to our ftp, you must email us with a request for a username and password for access.

Send: Mail all files to Film Florida Production Company - Attention : Graphics Department, P.O. Box143913, Coral Gables, FL 33114-3913. Sending files via Email is no longer acceptable. You must 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 PRINT AS RECEIVED
NO PROOFS ARE FURNISHED FOR SUPPLIED ADS**

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: **ELECTRONIC**

Acceptable Image File Formats: For Web Banners .jpg files are the preferred format for static ads. Ads with motion may be submitted as animated .gif or flash .swf for website, and as flash .swf only for Electronic Guide. 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). Static Ads appearing in the Electronic Guide will be picked up and converted from the ad you provided for the Print version

File Sizes: For Web Banners .jpg or .gif files must not exceed 125K. Flash .swf files must not exceed 275K. For the Electronic Guide, the flash .swf file should not exceed 1.25mb

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%. A paper print of the screen shot of the opening image of any animated .gif or flash .swf ad must accompany the electronic file, unless uploaded to our ftp site. Proofs for files uploaded via ftp should be sent as a .jpg attachment to an email confirming your upload is complete and ready for us to download and incorporate in the guide.

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

Adobe Acrobat PDF Files: If submitting static ads as .pdf files, they must be created using the Acrobat program. Settings for Acrobat 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 by uploading to our ftp site. TO upload to our ftp, you must email us with a request for a username and password for access.

Send: Mail all files to Film Florida Production Company - Attention : Graphics Department, P.O. Box143913, Coral Gables, FL 33114-3913. Sending files via Email is acceptable if they are 1.5 mgb or less. 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**

Black & White/ Color Ad Sizes **PRINT Final Trim 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"	

Black & White/ Color Ad Sizes **ELECTRONIC WEBSITE**

WEB BANNER LARGE 300 x 250 pixels	WEB BANNER SMALL 300 x 120 PIXELS

ELECTRONIC GUIDE

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"

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 reserves the right to place a keyline around ad, in both the print or electronic versions as aesthetically necessary.