

Orlando Arts Magazine

CLOSING DATES

Issue	Space Closing	Issue	Materials Due
Jan/Feb 2020	October 25, 2019	Jan/Feb 2020	November 1, 2019
Mar/Apr 2020	January 2, 2020	Mar/Apr 2020	January 8, 2020
May/June 2020	March 4, 2020	May/June 2020	March 11, 2020
Jul/Aug 2020	April 29, 2020	Jul/Aug 2020	May 6, 2020
Sep/Oct 2020	July 6, 2020	Sep/Oct 2020	July 13, 2020
Nov/Dec 2020	September 4, 2020	Nov/Dec 2020	September 11, 2020

Please note that ad content should not reference event or exhibition start dates that occur prior to the issue date—for example, a February start date for the March/April issue. An example of acceptable wording would be “On exhibit now through” followed by the end date.

AD SIZES

Size	Trim	Bleed
2-Page Spread	16.75" x 10.875"	17" x 11.125"
Full Page	8.375" x 10.875"	8.625" x 11.125"
Half Page - horizontal	7.375" x 4.75"	n/a
Half Page - vertical	3.625" x 9.625"	n/a
Third Page	4.75" x 4.75"	n/a
Sixth Page	2.333" x 4.75"	n/a

ADVERTISING SPECIFICATIONS

Document Construction

- All ads should be constructed using CMYK graphics and colors – no PMS colors or RGB images. Resolution of graphics should be 300 dpi and they should be placed at 100%.
- Full-page ads** – Ad should be built to trim size. If ad is to bleed, background image must be extended an additional .125" beyond the trim size on all four sides. Live area should be .25" inside the trim size on all four sides. Spreads should be supplied as spreads, not as individual pages. Proof should include crop marks and bleeds.
- Partial-page ads** – Ad should be built to trim size; partial-page ads do not bleed. If an ad does not have a defined edge, a border may be applied at the publisher’s discretion.

Digital Formats

- PDF/X-1a is the preferred format for file submission. All high-resolution images must be included and fonts embedded when the high-resolution PDF file is saved.
- TIFF and JPEG files are also acceptable formats. Resolution should be 300 dpi and color mode should be CMYK. TIFF files should be flattened and fonts embedded.

File Submission

- Files may be submitted electronically in one of the acceptable formats specified under **Digital Formats**, or provided on a CD-ROM.
- A printed, 4-color proof that represents the final digital ad file at 100% should be provided for all ads submitted, for verification that ad elements (artwork, fonts, etc.) output correctly. *If ad files are submitted electronically, the color proof should be mailed separately to the address given below.*

NOTE: Accurate verification of color in an ad requires a SWOP-certified proof with color bars, which has been calibrated to printing industry standards. **In the absence of a hard-copy proof supplied by the advertiser/agent, and of a SWOP-certified proof for color ads, Visit Orlando® will not in any way be held responsible for errors, omissions or color reproduction of the ad, and will not refund contracted advertising rates or other amounts should unnoted errors be subsequently printed.**

- Ads should be labeled with the publication name and issue date, along with the advertiser contact and phone number. We do NOT return CDs or other advertising materials unless requested. Materials that are not returned will be discarded after one year from insertion.

SEND AD MATERIALS TO:

Visit Orlando, Publications Advertising Coordinator
 6277 Sea Harbor Drive, Suite 400
 Orlando, FL 32821-8043
 Phone 407-363-5887 • Fax 407-370-5018