

# ADSPECS

## DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

**Ad Sizes:** All ads must be created to exact size specifications on the rate card or will incur charges for resizing. No live matter within 1/4" of gutter or trim on full-page or spread ads.

**Required Format:** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see [adobe.com/products/acrobat/pdfs/pdfx.pdf](http://adobe.com/products/acrobat/pdfs/pdfx.pdf) for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/X-1a.

**Fonts:** All native format files must be accompanied by the screen and printer fonts used in those files. Apple Truetype fonts should not be used. Black type on white background should be defined as 100% black ONLY.

**Photos:** All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

**Proofs:** For full-page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof

*Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page.*

**The publisher and printer will not accept responsibility when contract proofs are not submitted.**

**Media Transfer:** CD, DVD

**Electronic Transmissions:** Ad files can be delivered via our Ad Portal at [www.rrd-lpc.com/bonnier](http://www.rrd-lpc.com/bonnier). For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$50 per page for full-page ads and spreads. **We do not accept ads via e-mail.**

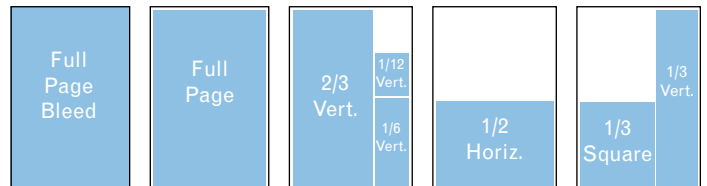
**For more information:** Contact Michelle Doster, your *Caribbean Travel + Life* production manager, at 407-571-4782 *Electronic files are stored for one year only, unless otherwise requested in writing.*

**Binding:** Perfect, foot jog.

**Inserts:** Consult your advertising representative. *Production and prepress services are available; rates upon request.*

## MECHANICAL REQUIREMENTS

	Width	Height
Full Page Bleed	8-3/8" (8.375")	11"
Full Page Trim	8-1/8" (8.125")	10-3/4" (10.75")
2 Page Spread Bleed	16-1/2" (16.5")	11"
2 Page Spread Trim	16-1/4" (16.25")	10-3/4" (10.75")
2/3 Page Vertical	4-9/16" (4.5625")	10"
1/2 Page Horizontal	7"	4-7/8" (4.875")
1/3 Page Vertical	2-3/16" (2.1875")	10"
1/3 Page Square	4-9/16" (4.5625")	4-7/8" (4.875")
1/6 Page Vertical	2-3/16" (2.1875")	4-7/8" (4.875")
1/12 Page Square	2-3/16" (2.1875")	2-3/8" (2.375")
Hold live matter 1/4" (.25") from trim on all four sides.		



## 2009 SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE
January/February	10/29/08	10/31/08	12/23/08
March	12/10/08	12/12/08	02/10/09
April	01/21/09	01/23/09	03/17/09
May	02/25/09	02/27/09	04/21/09
June/July	04/01/09	04/03/09	05/26/09
August/September	05/19/09	05/21/09	07/14/09
October	07/08/09	07/10/09	09/01/09
November	08/12/09	08/14/09	10/06/09
December	9/16/09	09/18/2009	11/10/09

## SHIPPING INSTRUCTIONS

**Photos, copy, logos, materials, etc. for ad design services at Caribbean Travel + Life ship to:**

Michelle Doster  
Caribbean Travel + Life  
460 N. Orlando Ave., Suite 200  
Winter Park, FL 32789  
Phone: 407-571-4782

**Final ad materials (ready to print) ship to:**

RR Donnelley & Sons Co.  
Lancaster Premedia Center  
Attn: Caribbean Travel + Life  
Ad Management Module  
216 Greenfield Road  
Lancaster, PA 17601  
Phone: 717-481-2851