

## MECHANICAL SPECS

\* Effective March 2009 issue — Please note new address for shipping and electronic submissions.

### ADVERTISING SPECIFICATIONS

MAGAZINE TRIM SIZE: 8<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

SPREAD TRIM SIZE: 17<sup>3</sup>/<sub>4</sub>" x 10<sup>7</sup>/<sub>8</sub>"

SPREAD SAFETY SIZE: 17<sup>1</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>8</sub>"

SPREAD GUTTER SAFETY: 1/4" per page

BINDING METHOD: Perfect

PRINTING METHOD: Web offset, 4-color

### 2009 CLOSING DATES

ISSUE DATE	AD CLOSE	FINAL MATERIAL	ON SALE
JANUARY/ FEBRUARY	11/24/08	12/01/08	01/20/09
MARCH	01/02/09	01/06/09	02/24/09
APRIL	02/06/09	02/10/09	03/31/09
MAY	03/06/09	03/10/09	04/28/09
JULY/AUGUST	04/23/09	04/27/09	06/16/09
SEPTEMBER/OCTOBER	07/10/09	07/14/09	09/01/09
NOVEMBER/DECEMBER	09/03/09	09/08/09	10/27/09

### DISPLAY AD SIZES

BLEED UNIT	WIDTH	&	DEPTH
Page bleed	9 <sup>1</sup> / <sub>8</sub> "	x	11 <sup>1</sup> / <sub>8</sub> "
Bleed spread	18	x	11 <sup>1</sup> / <sub>8</sub>
2/3 page vertical bleed	5 <sup>3</sup> / <sub>8</sub>	x	11 <sup>1</sup> / <sub>8</sub>
1/2 page vertical bleed	4	x	11 <sup>1</sup> / <sub>8</sub>
1/2 page horizontal bleed	9 <sup>1</sup> / <sub>8</sub>	x	5 <sup>3</sup> / <sub>8</sub>
1/3 page vertical bleed	3	x	11 <sup>1</sup> / <sub>8</sub>

NON-BLEED UNIT	WIDTH	&	DEPTH
Full page	7 <sup>1</sup> / <sub>2</sub> "	x	10"
Non-bleed spread	16 <sup>1</sup> / <sub>2</sub>	x	10
2/3 page vertical	4 <sup>7</sup> / <sub>8</sub>	x	10
1/2 page vertical	3 <sup>5</sup> / <sub>8</sub>	x	10
1/2 page horizontal	7 <sup>1</sup> / <sub>2</sub>	x	4 <sup>7</sup> / <sub>8</sub>
1/3 page vertical	2 <sup>3</sup> / <sub>8</sub>	x	10
1/3 page horizontal square	4 <sup>7</sup> / <sub>8</sub>	x	4 <sup>7</sup> / <sub>8</sub> *

Full page bleed dimensions allow for 1/8" trim on all four sides to allow for right or left hand positioning. In addition, to this trim allowance, we require 1/4" safety on all four sides for live matter (type and important illustration). Use safety size 83/8" x 103/8" for bleed pages.

\*important: All 1/3 page horizontal square ads must measure exactly 47/8" x 47/8".

### 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 re-sizing. 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 the 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.

**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.*

**MEDIA TRANSFER:** CD-ROM, DVD.

**FOR MORE INFORMATION:** Contact your Garden Design production manager at 407-571-4798.

**\*ELECTRONIC TRANSMISSIONS:** Ad files can be delivered via our Ad Portal at <http://adportal.bonniec.com>. 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.

*Electronic files are stored for one year only, unless otherwise requested in writing.*

**\*SHIPPING INFORMATION**  
GARDEN DESIGN  
Courtney Janka  
460 N. Orlando Avenue Suite 200  
Winter Park, FL 32789  
407-571-4798

**BINDING:** Perfect, foot jog.

**INSERTS:** Consult your advertising representative.

THE PUBLISHER AND PRINTER WILL NOT ACCEPT RESPONSIBILITY WHEN CONTRACT PROOFS ARE NOT SUBMITTED.

PRODUCTION AND PREPRESS SERVICES ARE AVAILABLE; RATES UPON REQUEST.