

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 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 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.

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 adportal.bonniercorp.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.

For more information: Contact your ISLANDS ad services manager at 407-571-4907. *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

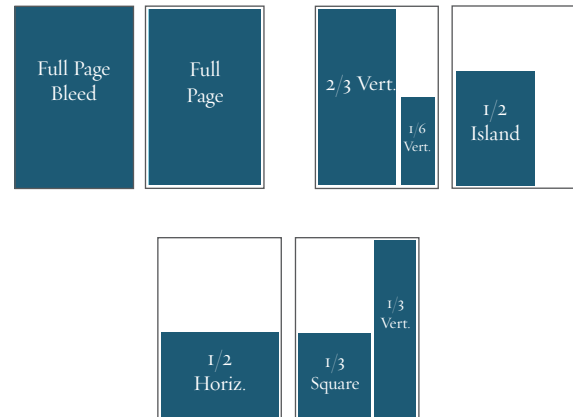
Publication Trim Sizes

One Page	8-3/8" x 10-1/2"
Spread	16-3/4" x 10-1/2"

Keep all live matter 1/4" from trim. On gutter bleed spreads, allow 1/4" on either side of gutter for live matter.

Page Unit Sizes

Full-page spread bleed	17" x 10-3/4"
Full-page spread nonbleed	15-1/2" x 9-1/2"
Full-page bleed	8-5/8" x 10-3/4"
Full-page nonbleed	7-3/8" x 9-1/2"
Half-page spread bleed	17" x 5-3/8"
Half-page spread nonbleed	15-1/2" x 4-5/8"
Two-thirds page bleed	5-9/16" x 10-3/4"
Two-thirds page nonbleed	4-5/8" x 9-1/2"
One-half page (horizontal)	7-3/8" x 4-5/8"
One-half page bleed (horizontal)	8-5/8" x 5-3/8"
One-half page (island)	4-5/8" x 7-1/2"
One-third page bleed (vertical)	3-3/16" x 10-3/4"
One-third page nonbleed (vertical)	2-1/4" x 9-1/2"
One-third page (square)	4-5/8" x 4-5/8"
One-sixth page (Marketplace)	2-1/4" x 4-5/8"



*SHIPPING ADDRESS:

Bonnier Corporation
ISLANDS Magazine
Attn: Alison Dobesh Klein
460 North Orlando Ave., Suite 200
Winter Park, FL 32789
Phone: 407-571-4907

2009 SCHEDULE

Issue	Space Close	Materials Due	On Sale
January/February	10/30/08	11/03/08	12/23/08
March	12/17/08	12/22/08	02/17/09
April/May	02/05/09	02/10/09	03/31/09
June	03/19/09	03/24/09	05/12/09
July/August	04/30/09	05/04/09	06/23/09
September/October	06/18/09	06/30/09	08/18/09
November	08/13/09	08/18/09	10/06/09
December	09/24/09	09/29/09	11/17/09