

AD SPECS

Book Specifications

Trim Size: 8 1/8" x 10 3/4"

Bleed Size: 8 3/8" x 11"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications. Binding: Perfect Bound, Jog: to Foot.

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

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. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

Proofs: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size 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 file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

Media Transfer: CD-ROM, DVD

***ELECTRONIC TRANSMISSIONS** Ad files can be delivered via our Ad Portal at adportal.bonniec.com. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail.

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

INSERTS: Consult your advertising representative.

Production, design and prepress services are available; rates upon request.

Material Requirements for In-House Design Services:

Photos: Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

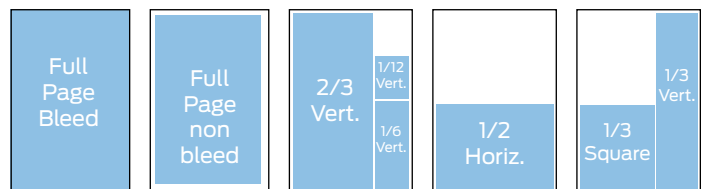
Logos: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi.

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

Ad Sizes: All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on fullpage or spread ads.

MECHANICAL REQUIREMENTS

	Width	Height
Full Page With Bleed	8-3/8" (8.375")	11"
Full Page Non-Bleed	7-7/8" (7.875")	10-1/2" (10.5)
2-Page Spread Trim*	16-1/4" (16.25")	10-3/4" (10.75")
2-Page Spread With Bleed*	16-1/2" (16.5")	11"
<i>*Please Supply Spread Files As A Single Spread Document</i>		
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.		



2010 SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE
January/February	10/28/09	10/30/09	12/22/09
March	12/9/09	12/11/09	2/9/10
April	1/20/10	1/22/10	3/16/10
May	3/3/10	3/5/10	4/27/10
June/July	4/7/10	4/9/10	6/1/10
August/September	5/18/10	5/20/10	7/13/10
October	7/7/10	7/9/10	8/31/10
November	8/11/10	8/13/10	10/5/10
December	9/15/10	9/17/10	11/9/10
January 2011	10/27/10	10/29/10	12/21/10

*SHIPPING ADDRESS

All final ad materials as well as photos, copy, logos, 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

