

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.

AD SIZES: All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing.

***Please supply spread files as a single spread document. Hold live matter 1/4" from trim on all sides of spreads and full page 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 <http://www.adobe.com/products/acrobat/standards.html> for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at 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, 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 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, unless otherwise requested in writing.

INSERTS: Consult your advertising representative. Production, design and prepress services are available; rates upon request.

Materials Requirements for In-House Design Services:

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

LOGOS: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs should 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%.

SHIPPING INFORMATION: (All final ad materials as well as photos, copy, logos, etc. for ad design services at *Caribbean Travel+Life*)

MICHELLE DOSTER, *Caribbean Travel + Life*
460 North Orlando Avenue, Suite 200, Winter Park, FL 32789
407-571-4782 / michelle.doster@bonniercorp.com

MECHANICAL REQUIREMENTS

Display Ad	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"
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")

*Please Supply Spread Files As A Single Spread Document. Hold live matter 1/4" (.25") from trim on all four sides.

ISSUE THEMES & CLOSING DATES

ISSUE	THEME	SPECIAL SECTIONS	SPACE CLOSE	MATERIALS DUE	ON SALE	ON eREADER/ TABLET
JAN/FEB	Ultimate Beaches	Romantic Caribbean	10/25/11	10/28/11	12/20/11	12/10/11
MAR	All-Inclusives	Mexican Caribbean; Dominican Republic	12/20/11	12/23/11	2/14/12	2/4/12
APR	Snorkeling Issue	Puerto Rico; Aruba	1/24/12	1/27/12	3/20/12	3/10/12
MAY	The Food Issue	Family Travel; Villas	2/28/12	3/2/12	4/24/12	4/14/12
JUN/JUL	Villas Made Simple	Puerto Rico; Turks + Caicos	4/3/12	4/6/12	5/29/12	5/19/12
AUG/SEPT	Caribbean Confidential	Cayman Islands; St. Lucia	5/22/12	5/25/12	7/17/12	7/7/12
OCT/NOV	Cruising Issue	Belize; St. Martin/St. Marteen	7/10/12	7/13/12	9/11/12	9/1/12
DEC	Top Spots for 2013	TBD	9/4/12	9/7/12	10/30/12	10/20/12

*Schedules and themes are subject to change.

