

## Deadlines and Specifications

PUBLICATION DAY IS THE FIRST OF EACH MONTH

**News:** Ten Days Prior to Publication

**Display advertising: Refer to the current SWFBT Deadline Calendar**

**Proof:** 5 p.m. Thursday the Week Prior to Publication Date

**Final:** 5 p.m. Friday the Week Prior to Publication Date

**System Ready Material:** Noon Monday after Final Deadline

**Eblast & Web: Reservation and material due 5 days prior to desired posting/send date**

**Preprints:**

5 Days Prior to Publication

Print & Deliver: 10 Days Prior to Publication

**Shipping information:** All preprints must be delivered to The Letter Box, 936 Country Club Blvd., Cape Coral, FL. Shipments are accepted between 8:30 a.m. and 4:30 p.m., Monday through Friday. Closed Saturdays, Sundays and holidays.

### Mechanicals

Ad size	Inches (W)		Inches (D)
Full Page	10	x	16
Three Quarter Page	10	x	12
Half Page Horizontal	10	x	8
Half Page Vertical	5	x	16
Quarter Page Horizontal	10	x	4
Quarter Page Vertical	5	x	8
Eighth Page Horizontal	5	x	4
Eighth Page Vertical	2.5	x	8
Business Card	3.25	x	2
Double Business Card (H)*	6.5	x	2
Double Business Card (V)*	3.25	x	4

\*Equivalent to Sixteenth Page

### Print Specifications

- All ads submitted should be a PDF file format.
- EPS, JPG or TIF files may also be acceptable.
- All fonts must be embedded/included in the file.
- Files must be either grayscale or CMYK with a minimum resolution of 200 DPI, without spot colors or overprints.
- Type size minimum: 8 point
- Reverse type size minimum: CMYK - 10 point; Process - 12 point
- Black type should be built in black, not 4-color.

### Digital Specifications

- Sponsored/sidebar ad: 300w x 250h pixels.
- Banner ad: 468w x 60h pixels.

### Email Specifications

We accept HTML or JPG files 600 px wide

Send digital photos in highest resolution possible. Send ad files via email to

[publisher@swfloridabusinesstoday.com](mailto:publisher@swfloridabusinesstoday.com). Send all editorial art to [editor@swfloridabusinesstoday.com](mailto:editor@swfloridabusinesstoday.com).

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