

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	Width (Inches)	Height (Inches)
Full Page	10	16
Three Quarter Page	10	12
Half Page Horizontal	10	8
Half Page Vertical	5	16
Third Page Horizontal	10	5.25
Third Page Vertical	5	10.25
Quarter Page Horizontal	10	4
Quarter Page Vertical	5	8
Fifth Page Horizontal	10	3.25
Fifth Page Vertical	5	6.5
Eighth Page Horizontal	5	4
Eighth Page Vertical	2.25	8
Tenth Page Horizontal	10	1.5
Tenth Page Vertical	5	3.25
Business Card	3.25	2
Double Business Card Horizontal	6.5	2
Double Business Card Vertical	3.25	4

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. Send all editorial art to editor@swfloridabusinesstoday.com.

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