

AD GUIDELINES

CRUISIN' STYLE MAGAZINE, INC. 608 6th Street West, Palmetto FL 34221
 941-729-6669 • FAX 941-729-7773 • Out of State Toll Free 877-776-9869

Advertising Info:

- No Additional Cost For Color Ads - all color are CMYK.
- 6x, 12x discounts are offered on the basis that ad runs in consecutive issues. Contracts automatically renewed unless cancelled.
- Closing date 1st of each month prior to issue printed.
- Ad placement is Run Of Press (ROP). Special position - add 25%
- New rates are immediately applied to all accounts not presently covered by contract.
- Publisher reserves the right to approve all ads.

Payment

- All insertions must be paid in advance.

Copy Regulations

- Rates are based on digital (electronic) copy supplied by Advertiser. CD or e-mail AD to ray@cruisinstyle.com

Typesetting

- Ad layout and typesetting will be done at a fair price. Hard copy logos & art must be first generation for quality of reproduction.
- (We do not guarantee copy or layout and will not issue credits for errors or omissions in ads or editorial.)

Termination

Single issue insertion orders are non-cancelable. Multiple insertion contracts are non-cancelable for each issue after closing date. Multiple insertion contracts canceled before completion of all insertions are subject to the earned rate according to publisher's rate card on which contract is based. Advertiser may change ad size on multiple issue contracts.

Camera Ready Electronic Ads

Ads must be received in-house by the 1st of every month for the following month issue. Please ask your account manager for details on deadlines.

Image File Formats Accepted in order of preference:

(Please send as many file formats as possible for most efficient handling)

- PDF (be sure to embed fonts) High Resolution
- JPEG • TIFF • EPS (Resolution must be 300 dpi)
- Design/Layout Program Files Accepted: (Macintosh versions preferred)
- InDesign CS2 or lower.
- Adobe Illustrator CS2 or lower.
- Adobe Photoshop CS2 or lower (include layers).

Supplying digital Ads to Cruisin' Style Magazine:

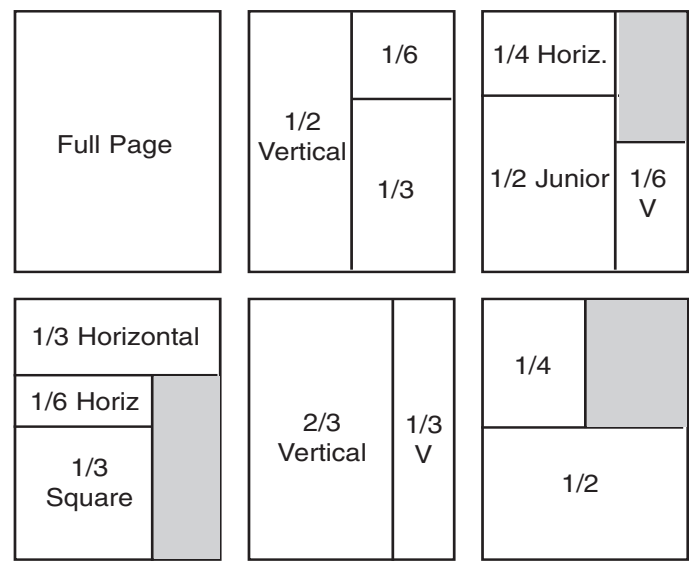
You can e-mail directly to Ray@cruisinstyle.com. or send CD to Cruisin' Style Magazine, 608 6th Street West, Palmetto FL 34221. (Make sure attachments are encoded for a Macintosh environment.) Prior to sending Ad documents and files, please call your Advertising account manager to coordinate proper steps and procedures.

Guidelines for submitting information electronically for Ads to be created by Cruisin' Style's Design Team:

- All Photos to be used must be a minimum of 300dpi
 - Save as (in order of preference) .jpg, .tiff or .eps file format.
 - Any instructions on special fonts and design specifics must be included.
 - Reasonable typesetting and layout charges will apply.
- The deadlines for in-house ad copy is the 1st of every month.

AD SIZES

Full Page.....	7 1/2" x 10"
2/3 Vertical.....	5" x 10"
1/2 Page.....	7 1/2" x 4 7/8"
1/2 Page Vertical.....	3 5/8" x 10"
1/2 Junior Page.....	5" x 7 1/2"
1/3 Page.....	3 5/8" x 6 5/8"
1/3 Horizontal.....	7 1/2" x 3 1/4"
1/3 Page Vertical.....	2 3/8" x 10"
1/3 Page Square.....	5" x 4 7/8"
1/4 Page.....	3 5/8" x 4 7/8"
1/4 Page Horizontal.....	5" x 3 3/8"
1/6 Page.....	3 5/8" x 3 1/4"
1/6 Page Vertical.....	2 3/8" x 4 7/8"
1/6 Page Horizontal.....	5" x 2 3/8"
Business Center.....	1" - 2" - 3" x 1 col
Print Image Live Area.....	7 1/2" x 10"
Bleed Area.....	8 3/4" X 11 1/4"



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DEADLINES

ISSUE	COPY & PAYMENT	ON STREET
Jan	Nov 1	Dec
Feb	Dec 1	Jan
March	Jan 1	Feb
April	Feb 1	March
May	March 1	April
June	April 1	May
July	May 1	June
Aug	June 1	July
Sept	July 1	Aug
Oct	Aug 1	Sept
Nov	Sept 1	Oct
Dec	Oct 1	Nov