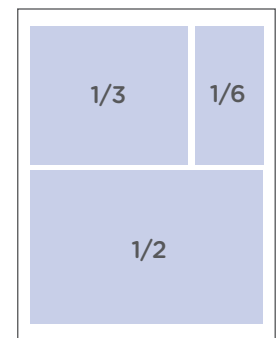
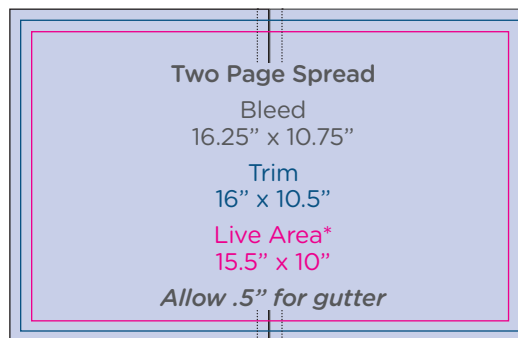
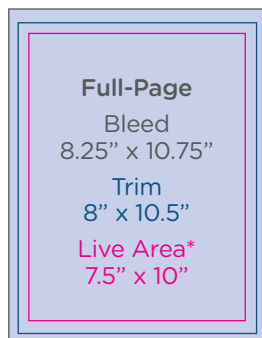


# 2021 VISIT FLORIDA Official Florida Vacation Guide

## Ad Specifications

Description	Decimal (width x height)	Fraction (width x height)
Two-Page Spread	16.25" x 10.75"	16 1/4" x 10 3/4"
Full-Page	8.25" x 10.75"	8 1/4" x 10 3/4"
1/2-page	6.5625" x 4.4375"	6 9/16" x 4 7/16"
1/3-page	4.3125" x 4.4375"	4 5/16" x 4 7/16"
1/6-page	2.0625" x 4.4375"	2 1/16" x 4 7/16"
1/6-page Co-op ad	Contact your sales rep for more info	
Featured Photo Listing	Contact your sales rep for more info	
Advertorial ( <i>Limited Availability</i> )	Contact your sales rep for more info	



### \*Live Area

Any element outside the live area runs the risk of getting cut off.  
 Miles will not be liable for copy and images that exceed live area dimensions.

### Partial Ads (smaller than full-page)

It is recommended that any fractional ads designed on a white background include an outline rule to differentiate the ad from the rest of the page so that it doesn't appear to "float".

**SALES CLOSE:**  
 October 2, 2020

**MATERIALS DUE:**  
 October 9, 2020

## PRODUCTION REQUIREMENTS

- ✳ No coupons (*QR codes can link to offers*)
- ✳ Real estate and timeshare advertisements are not accepted.
- ✳ Advertising should promote Florida locations only.
- ✳ **Fonts:** Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.
- ✳ **Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
- ✳ **Image Resolution:** Images should be a minimum of 225 PPI.
- ✳ **Crop Marks:** Please turn off the crop marks as we use a web printing process.

### DON'T FORGET:

- ✳ Reproduction of hairline rules or type smaller than 10pt. cannot be guaranteed.
- ✳ Publisher accepts no responsibility for errors on materials supplied by advertiser.
- ✳ Advertisers must own rights to all images and aspects of the ad submission materials.