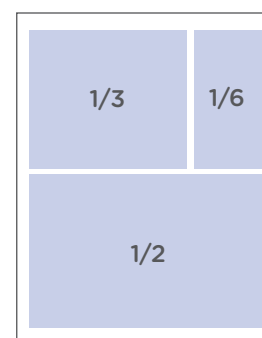
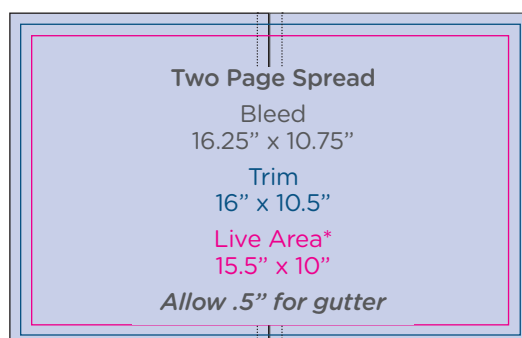
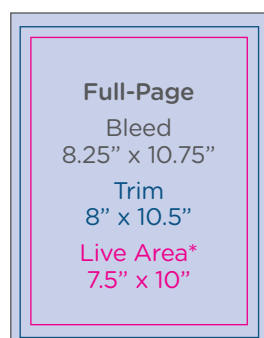


2022 VISIT FLORIDA Official Florida Vacation Guide

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 1, 2021

MATERIALS DUE:

October 8, 2021

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.