



ADVERTISING SPECIFICATIONS

Longines FEI World Cup™ Jumping Wellington

Venue: DEERIDGE FARMS, WELLINGTON, FL

Distribution: Digital on website & Print 1,000

Publication: Palm Beach Masters Prize List

Closing Date: October 30, 2017
Materials Due: November 3, 2017
Publication Date: November, 2017

Publication: Derby Prize List

Closing Date: November 6, 2017
Materials Due: November 13, 2017
Publication Date: December, 2017

Distribution: Print 3,000 - Digital on website

**Publication: Palm Beach Masters
Souvenir Program**

Closing Date: January 5, 2018
Materials Due: January 12, 2018
Publication Date: February 1, 2018

Publication: Derby

Souvenir Program

Closing Date: February 9, 2018
Materials Due: February 16, 2018
Publication Date: March 1, 2018

DIMENSIONS

| Sizes | Width" | x | Depth" |
|---------------------|--------|---|--------|
| Trim Size | 8.500 | x | 11.000 |
| Full Page Bleed | 8.625 | x | 11.125 |
| Full Page Live Area | 7.250 | x | 9.750 |
| 1/2 Page (H) | 7.250 | x | 4.750 |
| 1/2 Page (V) | 3.500 | x | 9.750 |
| 1/4 Page (V) | 3.500 | x | 4.500 |
| 1/4 Page (H) | 7.250 | x | 2.250 |
| 1/8 Page | 3.500 | x | 2.000 |

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad),

typography; and/or client alterations. Special design services available based on evaluation.

DIGITAL PRE-PRESS REQUIREMENTS

- ❖ **Files to be emailed to:**
mary@mmg.management
- ❖ or upload files via Dropbox / wetransfer.com
- ❖ PDF file preferred (PDF/X-1a:2001) or set to press quality: Compression settings to none & embed all font's.
- ❖ Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/X-1a:2001 setting).
- ❖ All color ads should indicate trims and bleeds where applicable.
- ❖ Please eliminate all unused data and supply only the files to be output.

LAYOUT/SCANS/IMAGES

- ❖ Build pages to trim size and extend bleed .125" beyond page edge. Keep live area matter .25" from final trim.
- ❖ Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- ❖ Do NOT nest EPS files within other EPS files.
- ❖ Color scan images should be CMYK (RGB mode is not supported). Image density should be 280% maximum.
- ❖ Duotones must be in CMYK mode.
- ❖ Image file format should be TIF or EPS.
- ❖ JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported.
- ❖ Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output