

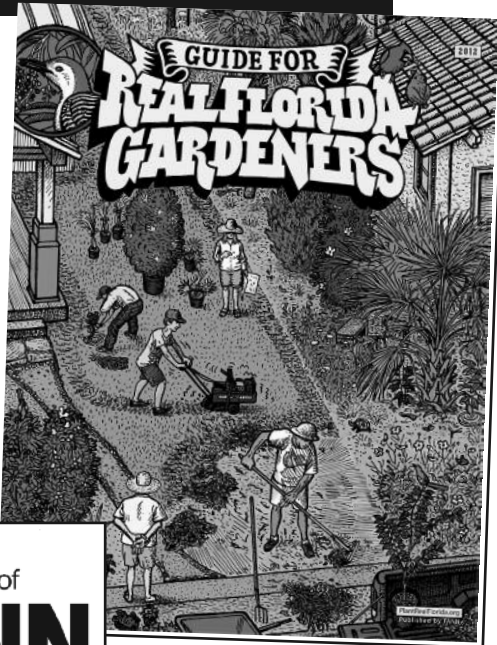
# GUIDE FOR **REAL FLORIDA GARDENERS**

2013 ISSUE

## ADVERTISING DEADLINES

**Reserve your ad space: Mon. Feb. 18, 2013**  
**Deliver press-ready ad: Mon. Feb. 25, 2013**

**Make sure YOUR ad  
is in the next Guide!**



- Targets homeowners across Florida
- All ads are full color
- We help you design your ad
- We send you a proof for approval
- Reserve your ad space now, pay later
- See page 2 for 'Fax-Back Ad Reservation'
- See page 3 for ad sizes and rates

### QUESTIONS?

Contact FANN Advertising

Attn: Spence (Miss Cammie's assistant)

Fax: 815-927-0128

Email: [spenceguerin@earthlink.net](mailto:spenceguerin@earthlink.net)

Phone: 321-917-2468

Florida  
Association of  
**FANN**  
Native Nurseries

**ARE YOU IN?**

**ACT NOW, DON'T WAIT UNTIL THE LAST MINUTE — PULEEZE!** *Thank you!*

# FANN FAX-BACK Ad Space Reservation

AD INSERTION ORDER

Publication: *2013 Guide for Real Florida Gardeners*

## DEADLINE

Reserve your ad space:  
Mon. Feb. 18, 2013  
RESERVE NOW, PAY LATER!

**TO RESERVE** YOUR AD SPACE NOW choose the easiest for you:

- **Fax** this completed form to FANN fax #815-927-0128
- **Email** this info to: [spenceguerin@earthlink.net](mailto:spenceguerin@earthlink.net)
- **Phone** your reservation to Spence: 321-917-2468

Ad rates + specs  
on page 3 of this  
Advertising Notice.

Biz name: .....

Contact person: .....

Phone: .....

Fax: .....

Email: .....

Ad size, check one:  Full page  1/2 page  1/4 page  Biz Card +

Ad info, check one:

Re-run previous year's ad

We will provide new ad by deadline Feb. 25, 2013

We want FANN to make new ad

Other? Anything else you want FANN to know? .....

**Questions or problem?** Call Spence (Miss Cammie's helper) 321-917-2468

# **FANN Ad Specifications and Discounted Rates for FANN members**

## **Publication: 2013 Guide for Real Florida Gardeners**

### **Ad sizes + rates**

**AD SIZES:** width x height

**DIMENSIONS:** in inches

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**Back Cover** bleed top & left required / **\$1785.**

W 8.5 (8 1/2) x H 8.125 (8 1/8)

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**Inside Front Cover** (page 2) / **\$1500.**

Full page, bleed or no bleed, see below

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**Full Page no bleed** / **\$1279.**

W 7.625 (7 5/8) x H 9.812 (9 13/16)

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**Full Page with bleed** / **\$1279.**

W 8.5 (8 1/2) x H 11.125 (11 1/8)

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**1/2 Page Horizontal** / **\$739.**

W 7.625 (7 5/8) x H 4.812 (4 13/16)

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**1/4 Page Vertical** / **\$449.**

W 3.75 (3 3/4) x H 4.812 (4 13/16)

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**1/8 Page (Biz Card Plus)** / **\$289.**

W 3.75 (3 3/4) x H 2.312 (2 5/16)

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### **Trim size + bleeds**

**TRIM SIZE:** page is 8 3/8 x 10 7/8 inches

**OUTER 1/4-INCH:** of page is 'dead' area subject to trim

**IN BLEED ADS:** do not place text in 'dead' area

**BLEEDS:** 1/8-inch

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### **Files, photos, art + color**

**FILES ACCEPTED:** TIFF or press-ready PDF, 300 ppi

**PHOTOS:** must be 300 ppi at print size

**LINE ART:** should be 1200 ppi at print size

**COLOR:** All ads in the **Guide** are full color, CMYK

**EMAILING FILES:** If over 10 MB, contact us for procedure

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**Questions or problem? Call Spence (Miss Cammie's helper) 321-917-2468**