

PositiveChange – DISPLAY AD SPECIFICATIONS

QUESTIONS

Please direct any specific questions about ad specifications to our production manager at production@pcmflorida.com or call 941-924-6151. You can also reach the account executive at sales@pcmflorida.com.

DEADLINE

Our deadline for new advertising is the 10th of the month if we are involved with ad design or the 15th of the month if your ad is camera ready.

FEES

We design most of the display ads in our magazine although we welcome ads designed by clients or their graphic art representatives. Our design fee is \$1 per minute. Small ads typically require 30-60 minutes to design. Larger ads typically require 1-2 hours to design. We bill separately for design time. We do not bill our clients for minor changes to their display ad during the term of their agreement period.

REQUIRED INFORMATION

Please provide us with all of the information you desire to be featured in your display ad including proposed text, a high resolution copy of your logo if available, preferred photos, and any art images. We do have access to many photos and art that can support your ad. Please drop off or mail the information we need to our studio at 1910 Robinhood Street in Sarasota. Please coordinate your visit by e-mail (publisher@pcmflorida.com) or telephone at 925-1290.

CLIENT APPROVAL

Our designer will design your ad and provide you a proof for your review and any changes. We require client approval for the ad to be displayed in our magazine.

PAYMENT

We require pre-payment on your first ad. We mail our clients an invoice early each month with payment due no later than the 15th. Clients also have the option of paying by VISA or MasterCard.

SPECIFICATIONS (For ads being designed by clients or their representatives):

- PC format only – no Mac files. Mac users please use "PC option" when saving as a PDF, EPS or TIF file (Don't forget to embed all fonts and graphics).
- Color ads should be submitted in CMYK. No RGB. Please make sure color management is OFF in the program you are using to design the display ad.
- Black and white ads should be submitted in grayscale.
- All ads must be correctly sized (see separate file showing ad sizes). Incorrectly sized ads will be returned.
- All ads must be submitted as high resolution with a minimum DPI of 300.
- Please scan original photographs at 600 DPT.
- Gray areas in ads need to be between 10-30 percent.
- Digital images are preferred. Hard copy ad submissions may lose image quality.
- We do not accept Microsoft Publisher files.
- Please e-mail PDF, EPS or TIF ad files to production@pcmflorida.com. We can also receive camera ready ads on CD.
- Please fax a correctly sized hard copy to 941-925-4526 or mail to our address at 1910 Robinhood Street, Sarasota, FL 34231.

