

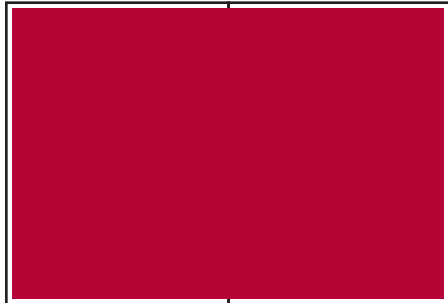


# Rate Sheet & Production Specs

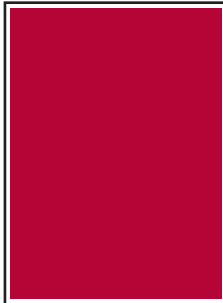
Space Reservation Deadline **Oct. 26, 2018**  
 Creative Ad Artwork Deadline **Nov. 9, 2018**

For Space Reservation or Sponsorship Opportunities contact:

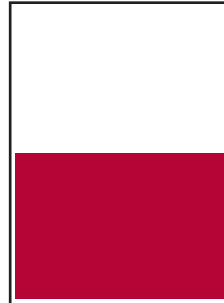
**Ron Trytek**  
 941.704.8379  
 Ron@SarasotaPolo.com



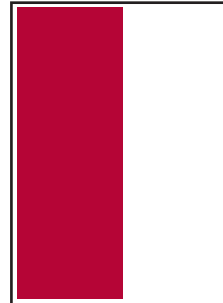
**TWO PAGE SPREAD**  
 Trim size: 16.75" w x 10.875"  
 Bleed: .125"



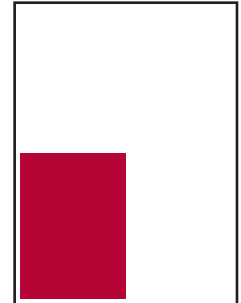
**FULL PAGE**  
 Trim size: 8.375" w x 10.875"  
 Bleed: .125"



**HALF PAGE**  
 AD size: 7.875" w x 5.1875"



**HALF PAGE VERTICAL**  
 AD size: 3.9375" w x 10.375"



**QUARTER PAGE**  
 AD size: 3.9375" w x 5.1875"

## DESIGNING

- Download the appropriate design template at [ae-engine.com/ad](http://ae-engine.com/ad). There are five types of ads, these options are detailed above.
  - Two-page ad: SP 2018 Ad 2PG.idml
  - One-page ad: SP 2018 Ad 1PG.idml
  - Half-page ad: SP 2018 Ad HALF.idml
  - Half-page ad (vertical): SP 2018 Ad HALF.idml
  - 1/4-page ad: SP 2018 Ad 4TH.idml

## PROOFING

- Is the ad internally approved by all necessary parties?
- Run a preflight check on the completed design using the profile (AE Engine) embedded in the template file.
- Are all of the images high-resolution (at least 300 dpi)?
- Does the design include the required bleed (extend beyond the edges of the page)?
- Are all of the important elements (type, logos and borders) at least .25" away from the edge of the page?

## EXPORTING

- Export the original design file as a press-ready PDF. To ensure this is done correctly, install the "AEngine.joboptions" file and use it to create the PDF. (This file comes packaged with the template file downloaded from our website.)
- Confirm the title of the PDF you send includes:
  - Your company (or client's) name
  - The magazine title abbreviation (SP)
  - The ad size (1PG, HALF, 4TH)

## SUBMITTING

- Go to [ae-engine.com/advertising/adupload.html](http://ae-engine.com/advertising/adupload.html)
- If you have any questions, please contact Nicole Cooper at [nicole@ae-engine.com](mailto:nicole@ae-engine.com) or 727.209.1750.

4/C AD SPACE	RATE	BUYS	COST
Back Cover (1)	\$6450	X	<u>CHECK AVAILABILITY</u>
Inside Front Cover (1)	\$4950	X	<u>CHECK AVAILABILITY</u>
Opposite Front Cover	\$4950	X	<u>CHECK AVAILABILITY</u>
Inside Back Cover (1)	\$3650	X	<u>CHECK AVAILABILITY</u>
Two Page Spread	\$4450	X	_____
Premium Position	\$2550	X	_____
Full Page	\$2400	X	_____
Half Page	\$1450	X	_____
Quarter Page	\$995	X	_____
			*SPECIFIC AD PLACEMENT REQUIRES A 10% PREMIUM
			TOTAL COST
			50% DEPOSIT RESERVES SPACE
			BALANCE DUE 30 DAYS PRIOR TO PUBLICATION

Contact: \_\_\_\_\_  
 Corporation: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

\_\_\_\_\_  
 Advertiser's Signature Date  
 \_\_\_\_\_  
 Advertiser's Signature Date