

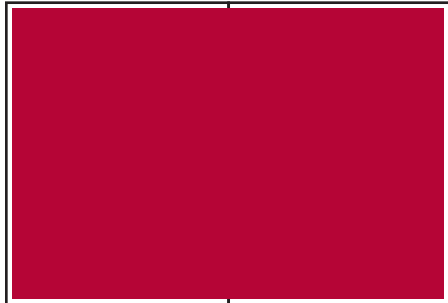


Rate Sheet & Production Specs

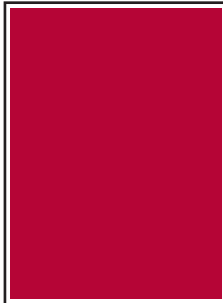
Space Reservation Deadline **Oct. 14, 2019**
 Creative Ad Artwork Deadline **Nov. 4, 2019**

For Space Reservation or Sponsorship Opportunities contact:

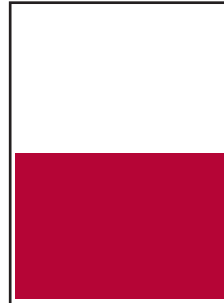
Ron Trytek
 941.704.8379
 Ron@SarasotaPolo.com



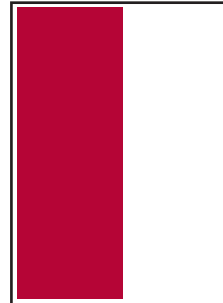
TWO PAGE SPREAD
 Trim size: 16.75" w x 10.875"
 Bleed: .125"



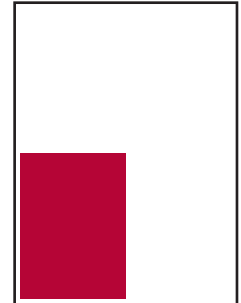
FULL PAGE
 Trim size: 8.375" w x 10.875"
 Bleed: .125"



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. There are five types of ads, these options are detailed above.
 - Two-page ad: SP 2020 Ad 2PG.idml
 - One-page ad: SP 2020 Ad 1PG.idml
 - Half-page ad: SP 2020 Ad HALF.idml
 - Half-page ad (vertical): SP 2020 Ad HALF.idml
 - 1/4-page ad: SP 2020 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
- If you have any questions, please contact Nicole Cooper at nicole@ae-engine.com or 727.209.1750.

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

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

Advertiser's Signature Date

Advertiser's Signature Date