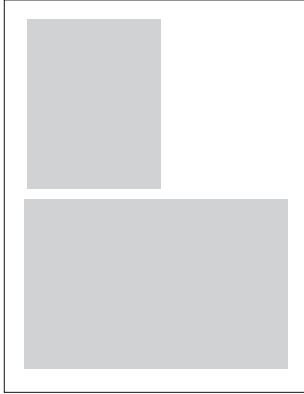




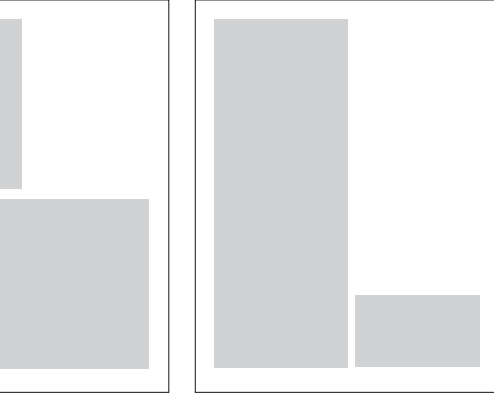
# PALM TREE PUBLISHING

## Advertising Layout Specifications

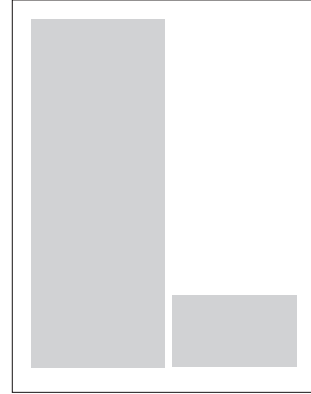
Magazine Size = 8.375" X 10.875"



Qtr. Page =  
3.6" X 4.75"



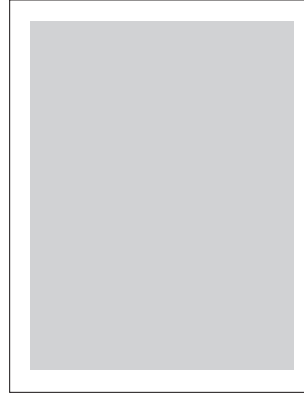
Half Page Hor. =  
7.375" X 4.75"



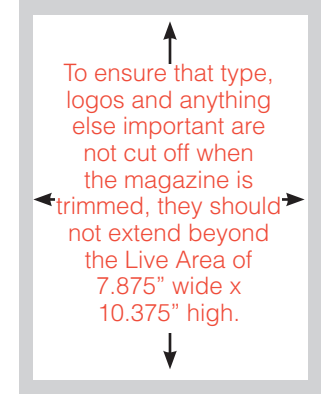
Half Page Vert. =  
3.6" X 9.75"



Business Card =  
3.6" X 2"



Full Page without bleed =  
7.375" X 9.75"



Full Page w/bleed = 8.625" X 11.125"  
(This includes a 1/8" bleed on all sides)  
(Live area: 7.875" X 10.375")  
(Preferred placements only)

- Refer to the sizes above and prepare your ads to the correct size.
- All files must be MAC-compatible in any of the following acceptable formats:
  - QuarkXPress 10 or lower
  - InDesign CS6 or lower
  - Photoshop CS6 or lower (files flattened and converted to CMYK, 300 dpi)
  - Adobe Illustrator CS6 or lower (fonts outlined to curves and files converted to CMYK)
  - PDFs are accepted, provided that they are prepared correctly. Prior to the creation of the PDF, all colors should be converted to CMYK process (no spot colors or RGB) and images must be CMYK. Final should be a 300 dpi CMYK PDF file with all fonts and images embedded.
- All fonts, logos and images must be included with Quark, InDesign and Illustrator files. All raster files must be CMYK, 300 dpi.
- We cannot be held responsible for incorrect files. Ads must be created using these guidelines. Submitted advertisements with obvious spelling, grammatical or design errors will be returned for correction. The time limit for ad corrections is 5 business days. Any corrected ad not resubmitted within 5 business days will be (if possible) corrected in-house with the advertiser and its agency, if applicable, jointly and individually liable for all necessary design charges. If an ad is not resubmitted within 5 business days and is not able to be corrected in-house, it is the publisher's right to omit the ad from the layout of the publication with the advertiser and its agency jointly and individually responsible for payment in full as written on the contract.
- Ad design and production are available from the publisher at a rate of \$80.00 per hour.

- Ads not submitted on time, correct and in the proper format will be omitted from the layout of the publication with the advertiser and its agency, if applicable, jointly and individually liable for the full price of the ad.
- Please contact the publisher if a deadline change/increase is required. Palm Tree Publishing will NOT incur delays or spend critical production time tracking down ads (or the parts needed to design ads) that have not been submitted on time.

Please send all ad materials to:

**Palm Tree Publishing**  
959 Governors Court  
Mount Pleasant, SC 29464

Ads can also be transmitted electronically via e-mail to Carolyn Haar at:

**carolyn@palmtreepublishing.net**

If not submitting a PDF, files should be compiled into one folder and stuffed or compressed with fonts and images included.

I agree to the terms outlined on this specifications sheet.

**ISLAND**  
MAGAZINE

843-856-1456