

SEA PRESENTS "GO WESTERN AT SEA" February 2-6, 2011

## RALLY PROGRAM ADVERTISING GUIDE - AD REQUIREMENTS

Software Programs Accepted: ADOBE PHOTOSHOP CS, ADOBE ILLUSTRATOR CS, ADOBE INDESIGN CS, ADOBE ACROBAT PDF

Unfortunately, we cannot accept ads created in the following software: Microsoft Publisher, Microsoft PowerPoint, and Microsoft Word.

However, if the file is converted to a PDF that meets all other requirements, it is acceptable.

Note to Freehand and CorelDraw Users: No native files accepted. Files must be exported to Adobe Illustrator format and all text/fonts converted to paths/curves/outlines. Submit and save file as both an Adobe Illustrator (ai) and EPS format.

Storage Devices Accepted: CD, ZIP DISK - 100 MB

Graphic Formats Accepted EPS, TIFF, PDF, JPEG OR GIF

Resolution/Art/Photo: All ads should be built at 100% of the reproduction size and sent ready to open; do not compress. All scanned images should be no less than 300 DPI, and line art should be no less than 600 DPI. Scans that do not meet the resolution specifications will not reproduce well in the magazine and advertiser assumes responsibility...

Fonts: All digital ads require both screen and printer fonts. PLEASE INCLUDE ALL FONTS WITH YOUR JOB. All fonts used in the master document and all imported files must be supplied. Unfurnished fonts will be substituted, which may cause formatting changes. The publisher will not be responsible for ads in which font substitutions must be made. Postscript type 1 fonts provide the best results.

PC USERS: PC fonts cannot be converted to MAC platform; therefore, font substitutions will be made for fonts that have not been converted to paths/outlines/curves. The publisher cannot be responsible for ads in which font substitutions must be made.

Color: Color images must be converted to process CMYK. Unless otherwise specified on the insertion order, all RGB, Pantone and Spot colors will be converted to process CMYK format, and we are not responsible for color variance. All art should be grayscale or process CMYK.

Hard Copy/Proofs: Before you submit your digital ad, please check all graphic elements and fonts and complete a successful output to your Postscript laser printer. A press proof (SWOP) made from final file is required for color ads. For black and white ads, a laser printout of the ad is suitable.

Keep copy 1/2" away from edge on all sides for variation in trim.

### ADVERTISING RATES FOR PREMIUM SPACE ADS

Inside Front cover \$625.00	Back Cover \$625.00	Inside Back Cover \$575.00	Last Page \$575.00	Back of
Centerfold map (2 page spread): \$1,300.00				

FULL COLOR ADS Rec'd by 10/31/10

Full Page \$475 Half Page \$299 Quarter Page \$249

BLACK AND WHITE ADS Rec'd by 10/31/10

INSIDE SPACE Rec'd by 10/31/09

Full Page \$185(4 1/2 x 7 1/2 ) Half Page \$105 Quarter Page \$75

Mail this Portion with ad copy and payment.

SEA - FMCA RALLY PROGRAM ADVERTISING GUIDE

MAKE CHECKS PAYABLE TO: SEA – FMCA WE CAN ALSO TAKE VISA, MASTERCARD OR DISCOVER

PO BOX 15304 BROOKSVILLE, FL 34604

Phone: 352-796-0154 • Fax 352-796-0156 • email: SEAFMCA@MINDSPRING.COM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ Email: \_\_\_\_\_

Premium Space Ad

(Please Circle placement)

Inside Front cover \$ \_\_\_\_\_

Back Cover \$ \_\_\_\_\_

Inside Back Cover \$ \_\_\_\_\_

Last Page \$ \_\_\_\_\_

Back of Centerfold map \$ \_\_\_\_\_

\_\_\_\_\_ Color Ad(s) (Please Circle ad size) @ \_\_\_\_\_ \$ \_\_\_\_\_

Full      ½      1/4

\_\_\_\_\_ B/W Ad(s) (Please Circle ad size) @ \_\_\_\_\_ \$ \_\_\_\_\_

Full      1/2      1/4

Mail this Portion with ad copy and payment.