

# SPIKEKEY BEACH

## 2012 SPIKEKEY BEACH MAGAZINE ADVERTISING SPECIFICATIONS:

### Inside Full Pages (4-Color)

Live Area..... 7" x 9 1/2"  
Trim Size..... 8" x 10 1/2"  
Bleed Size..... 8 1/4" x 10 3/4"

### Inside 1/2 Pages (4-Color)

Live Area..... 7" x 4 1/2"

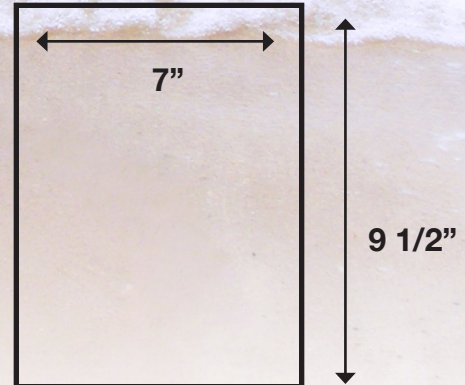
### Inside Strip (4-Color)

Live Area..... 2 1/2" x 9 1/2"

### Cover Pages (4-Color)

*(outside back cover, inside back cover, inside front cover)*

Live Area..... 7" x 9 1/2"  
Trim Size..... 8" x 10 1/2"  
Bleed Size..... 8 1/4" x 10 3/4"



## 2012 SPIKEKEY BEACH MAGAZINE AD RECEIPT DEADLINES:

### SpikeKey Beach Magazine

Advertisement Deadline: April 1, 2012

Content Deadline: March 30th, 2012

### SpikeKey Beach Magazine Digital Issues

#### SKB Digital 1 (Published July)

Advertisement Deadline: June 1st, 2012

Content Deadline: May 15th, 2012

#### SKB Digital 3 (Published September)

Advertisement Deadline: August 1st, 2012

Content Deadline: July 15th, 2012

#### SKB Digital 2 (Published August)

Advertisement Deadline: July 1st, 2012

Content Deadline: June 15th, 2012

#### SKB Digital 4 (Published November)

Advertisement Deadline: October 1st, 2012

Content Deadline: September 15th, 2012

### Acceptable file formats

- High-resolution MAC based InDesign, Photoshop or Illustrator files with supporting artwork and fonts included
- High quality PDF, saved as CMYK at 300 dpi (All fonts must be embedded in the file)
- Electronic images to be used must be saved as CMYK at 300 dpi. Acceptable formats are EPS or TIFF

### Preferred file format for logos

- EPS file (or AI) Adobe Illustrator, version CS3 or lower
- The file should contain artwork that has been drawn in Illustrator, and not imported to it
- All fonts should be converted to outlines
- If your file contains spot colors or RGB colors, they will be converted to CMYK

**Digital files must be submitted to [advertising@SpikeKey.com](mailto:advertising@SpikeKey.com)**