

MECHANICAL SPECS

ADVERTISING SPECIFICATIONS

MAGAZINE TRIM SIZE: 8⁷/₈" x 10⁷/₈"
 SPREAD TRIM SIZE: 17³/₄" x 10⁷/₈"
 SPREAD SAFETY SIZE: 17¹/₄" x 10³/₈"
 SPREAD GUTTER SAFETY: 1/4" per page
 BINDING METHOD: Perfect
 PRINTING METHOD: Web offset, 4-color

DISPLAY AD SIZES

BLEED UNIT	WIDTH	&	DEPTH
Page bleed	9 ¹ / ₈ "	x	11 ¹ / ₈ "
Bleed spread	18	x	11 ¹ / ₈
2/3 page vertical bleed	5 ³ / ₈	x	11 ¹ / ₈
1/2 page vertical bleed	4	x	11 ¹ / ₈
1/2 page horizontal bleed	9 ¹ / ₈	x	5 ³ / ₈
1/3 page vertical bleed	3	x	11 ¹ / ₈

NON-BLEED UNIT	WIDTH	&	DEPTH
Full page	7 ¹ / ₂ "	x	10"
Non-bleed spread	16 ¹ / ₂	x	10
2/3 page vertical	4 ⁷ / ₈	x	10
1/2 page vertical	3 ⁵ / ₈	x	10
1/2 page horizontal	7 ¹ / ₂	x	4 ⁷ / ₈
1/3 page vertical	2 ³ / ₈	x	10
1/3 page horizontal square	4 ⁷ / ₈	x	4 ⁷ / ₈ *

Full page bleed dimensions allow for 1/8" trim on all four sides to allow for right or left hand positioning. In addition, to this trim allowance, we require 1/4" safety on all four sides for live matter (type and important illustration). Use safety size 8³/₈" x 10³/₈" for bleed pages.

*IMPORTANT: All 1/3 page horizontal square ads must measure exactly 4⁷/₈" x 4⁷/₈".

SHIPPING INFORMATION

PHOTOS, COPY, LOGO FOR AD DESIGN/SERVICES SHIP TO:

GARDEN DESIGN
 Advertising Service Manager
 460 N. Orlando Avenue Suite 200
 Winter Park, FL 32789
 407-571-4522

FINAL AD MATERIAL (READY TO PRINT) SHIP TO:

RR Donnelley & Sons
 Lancaster Premedia Center
 Attn: GARDEN DESIGN
 Ad Management Module
 216 Greenfield Road
 Lancaster, PA 17601
 717-481-2851

2008 CLOSING DATES

ISSUE DATE	AD CLOSE	FINAL MATERIAL	ON SALE
JANUARY/FEBRUARY	11/16/07	11/21/07	01/15/08
MARCH	01/04/08	01/08/08	02/26/08
APRIL	02/01/08	02/05/08	03/25/08
MAY	03/07/08	03/11/08	04/29/08
JUNE/JULY	04/11/08	04/15/08	06/03/08
AUGUST/SEPTEMBER	06/03/08	06/09/08	07/29/08
OCTOBER/NOVEMBER	08/12/08	08/19/08	10/07/08

DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full page or spread ads.

PREFERRED FORMATS: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

ACCEPTED FORMATS: InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org.

To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output"

Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

FONTS: All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS: All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

GRAPHICS: TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof.

Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page.

MEDIA TRANSFER: CD-ROM, DVD.

ELECTRONIC TRANSMISSIONS: Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full page ads and spreads. We do not accept ads via e-mail.

FOR MORE INFORMATION: Contact your Garden Design ad services manager at 407-571-4522.

Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Perfect, foot jog.

INSERTS: Consult your advertising representative.

THE PUBLISHER AND PRINTER WILL NOT ACCEPT RESPONSIBILITY WHEN CONTRACT PROOFS ARE NOT SUBMITTED.

PRODUCTION AND PREPRESS SERVICES ARE AVAILABLE; RATES UPON REQUEST.