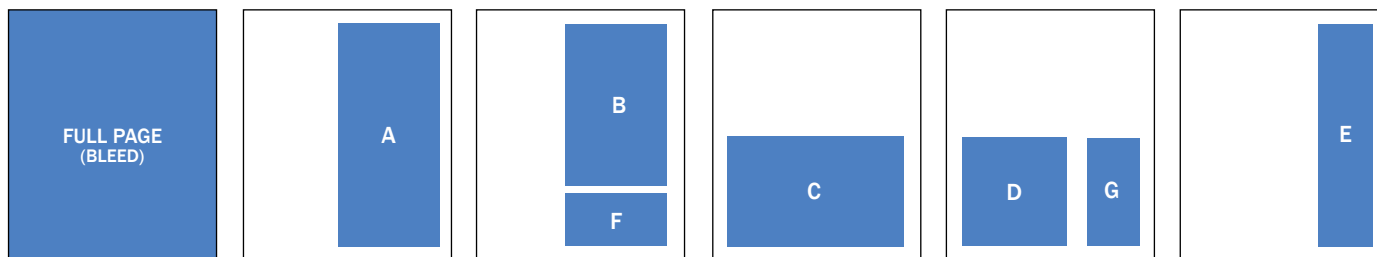


KidsFirst ADVERTISING SPECS & MATERIAL REQUIREMENTS

A PUBLICATION OF GOLISANO CHILDREN'S HOSPITAL OF SOUTHWEST FLORIDA



Printing: Web Heatset. Binding: Perfect Bound.

MAGAZINE TRIM SIZE:
9 WIDTH x 10.875 HEIGHT

FULL PAGE AD DIMENSIONS

	WIDTH	IN INCHES	HEIGHT
Trim Size	9		10.875
With Bleed	9.25		11.125
Non-Bleed	7.75		9.625

SPREAD AD DIMENSIONS

	WIDTH	IN INCHES	HEIGHT
Trim Size	18		10.875
With Bleed	18.25		11.125
Non-Bleed	16.75		9.625

FRACTIONAL AD DIMENSIONS

		WIDTH	IN INCHES	HEIGHT
A	2/3 Page	4.625		9.875
B	1/2 Page V	4.625		7.375
C	1/2 Page H	7.75		4.75
D	1/3 Page Square	4.625		4.75
E	1/3 Page V	2.25		9.875
F	1/6 Page H	4.625		2.25
G	1/6 Page V	2.25		4.875

DIRECTORY LISTINGS

Advertorial Listing	60 words and Contact Info
Listing w/ Logo - Large	Logo, Contact Info, Bullet Points
Listing w/ Logo - Small	Logo, Contact Info
Listing Without Logo	Contact Info

PAGE BLEEDS: 1/8 inch on all sides for a total document size of 9.25 inches wide x 11.125 inches high.

LIVE/SAFE AREA: 1/2 inch inside of trim size on all sides of a bleed ad. Please do not place logos, legal disclaimers, or other critical information outside live area. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

PRODUCTION SPECIFICATIONS

GENERAL REQUIREMENTS

Ads or materials to create ads should be submitted as electronic media. Files 20 MB or smaller can be e-mailed. Files larger than 20 MB must be uploaded to our FTP site or mailed on disc.

ACCEPTABLE FILE FORMATS

- Supply press-optimized PDF files saved at 300dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.
- Also accepted are flattened TIFF or JPEG image files as CMYK.
- All color, including photos, must be process separation (4-color) CMYK. Including spot color may incur extra production charges.
- Camera-ready art is press-ready. This means that no adjustments or alterations to size, color, or copy are necessary. TOTI Media is not responsible for any error in contents. Improperly prepared files may result in additional production charges. Please outline fonts when possible.

ACCEPTED MEDIA TRANSFER

- CD-ROM, E-Mail, or upload to our FTP site

CD-ROM: See *Mailing and Shipping* for instructions

E-Mail: Acceptable if file is under 20MB; send to creative@toti.com

FTP: Please visit <http://toti.com/adsubmit> for log-in instructions.

You **must** follow your FTP posting with an e-mail to creative@toti.com and your ad representative (if applicable) to inform us that your material is on the site.

DISCLAIMERS/POLICIES

- TOTI Media reserves the right to place a border on any ad smaller than a full page. No floating ads smaller than a full page.
- Coupons may not run. (No dotted/dashed lines for coupon.)
- We cannot guarantee legibility of reverse type below 6 points.
- Color accuracy cannot be guaranteed unless a MatchPrint or comparable industry-standard proof is submitted. If desired, these can be provided for you for an additional fee. Please call for more information.
- Right to refuse materials if deemed objectionable.

MAILING & SHIPPING

Office & Courier Deliveries Only:

TOTI Media, Inc.
2340 Periwinkle Way, Suite J-2
Sanibel, Florida 33957

Postal Mailing Address:

TOTI Media, Inc.
Post Office Box 1227
Sanibel, Florida 33957



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