



# U.S. SPORT AVIATION EXPO

AT SEBRING, FLORIDA

**FREE**  
Copies  
to be  
handed  
out at the  
gate and  
inserted in  
Highlands  
Today,  
Sunday,  
Jan. 17th

## PROGRAM AD RATE INFORMATION

*You Know Sebring For Great Racing - Now Aviation*

January 21-24, 2010

**DEADLINE:**  
**Monday, Jan. 4<sup>th</sup>**

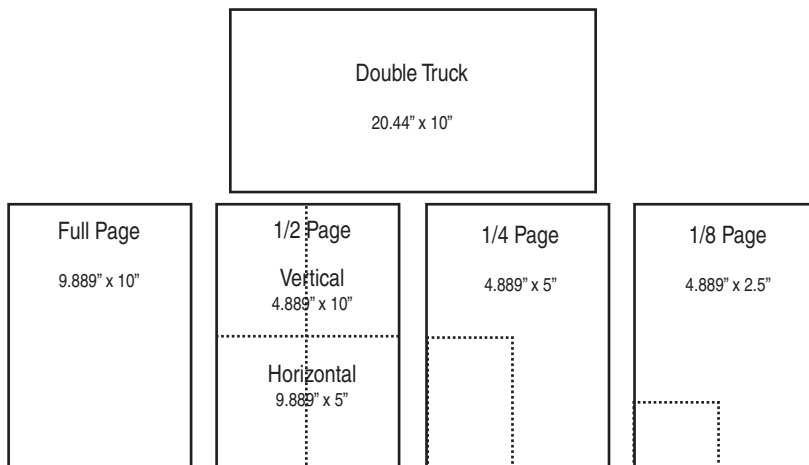
Display Advertising Rates:

RATES:	B&W	Full Color
Full Page .....	\$531.88.....	\$831.88
Half Page.....	\$265.94.....	\$565.94
Quarter Page.....	\$132.97.....	\$432.97
Eighth Page .....	\$66.49.....	\$366.49

**PRIME POSITIONS:**

Back Cover.....	\$1,800
Inside Back.....	\$1,300
Inside Front .....	\$1,300
Page 3.....	\$1,300
Double Truck .....	\$1,600

*Prime position prices include process color*



Company: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ FAX: \_\_\_\_\_  
 Email: \_\_\_\_\_ Web: \_\_\_\_\_  
 Ad size \_\_\_\_\_ x \_\_\_\_\_ Cost: \$ \_\_\_\_\_

**Mechanical Requirements:**

**ELECTRONIC PRE-PRESS:**

Highlands Today will accept advertisements in digital Macintosh or PC format. Please use the following requirements and procedures when submitting advertising in a digital format:

**SOFTWARE APPLICATIONS:  
PROGRAMS:**

- Adobe InDesign 1.5 & 2.0
- Adobe PhotoShop 7.0
- Adobe Illustrator 9

**REQUIREMENTS:**

- Discs: CDs or High Res PDF's
- All pdf's must have fonts embedded in them
- All document folders must include ALL art and graphic elements.
- Process color ads must be accompanied by a composite and separate paper proofs of each plate (cyan, magenta, yellow, black) Black and white ads must be submitted with a paper proof.
- Allow for a 25% dot gain in midtone regions
- Printing inks setup in Photoshop must be set as "SWOP coated". (This is found in "Files, Preferences, Printing Ink Setup.)

- Maximum color saturation is 270%
- Color elements requiring separation must be in the form of prints, slides or negatives. Do not submit prescreened art work.
- Line art resolution must be 800 dpi.
- Photo resolution must not be less than 200 dpi.
- Photos must be saved in TIFF format.
- All spot and/or PMS colors must be converted and saved for Process CMYK output. (Note: "Process Separation" box must be checked on all custom colors)

**Display Ad Sales: Mitch Collins - [dcollins@highlandstoday.com](mailto:dcollins@highlandstoday.com)**

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