

SUPPORTED APPLICATIONS

Supported applications are listed below in order of preference. Macintosh platform is preferred. Files created on a PC might require font substitution and type manipulation due to incompatibility.

- Adobe Acrobat PDF file: CMYK color, embedded fonts*, 300-dpi resolution, include bleed where applicable.
- Keep trim and registration marks outside of the bleed area.
- Adobe Illustrator: CMYK color, EPS file with fonts* and images** embedded. Or, include all fonts and supporting picture files**.
- Adobe Photoshop: CMYK color, EPS or TIF file, 300 dpi.
- Adobe InDesign, CS4 or later: CMYK color, export as an EPS or PDF. Include full bleed where applicable.

Note: *Florists' Review* does not support and will not accept Adobe PageMaker, QuarkXPress, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint, Aldus FreeHand, Corel WordPerfect or Corel Draw files.

Florists' Review will not be responsible for type reflows or mistakes, type raster or image transparency issues when a laser print or low-resolution PDF proof is not provided.

Florists' Review will not guarantee color quality when a SWOP-certified proof is not provided.

*Fonts

Florists' Review will accept only digital files created with PostScript fonts. All fonts (printer and screen) used in the digital ad file must be included. This includes fonts used in any EPS file imported into the page layout document.

Note: The use of TrueType or MM fonts might require font substitution or type manipulation, or might cause the digital ad file to be rejected due to font platform incompatibility. Font substitution is at *Florists' Review's* discretion. Every effort will be made to match the original typeface and letter spacing, provided a proof has been submitted with the digital ad.

**Picture File Format

All ad images need to be CMYK format and at a minimum 300-dpi resolution at their applied size. RGB colors will be converted to CMYK color. *Florists' Review* will not be responsible for color quality of advertiser-supplied RGB images, but every effort will be made to provide pleasing color.

Address contracts, space orders and ad materials to:

Florists' Review
Advertising Department
221 SW 33rd St.
Topeka, KS 66611
advertising@floristsreview.com

SENDING FILES

FTP

Our FTP site is open to the public, and no guarantee will be made for the integrity or security of your ad file. Files should be stuffed or zipped. After the file(s) have finished uploading to our FTP site, be sure to send an email to FRadmaterials@floristsreview.com to let us know that your ad file(s) has finished loading and is ready for retrieval.

1. Using FTP software (case sensitive):
Host: <ftp.floristsreview.com>
Username: frdesign / Password: FRoses7!
2. Using the internet (case sensitive):
Type the address exactly as shown below:
<ftp.floristsreview.com>
Username: frdesign / Password: FRoses7!

Email

Only files up to 10 megabytes can be sent through our email server due to size limitations imposed. Zip or stuff the file(s), and attach it to the email. Send the email with attachment(s) to FRadmaterials@floristsreview.com.

Mail

DVDs, CDs and SWOP proofs can be sent to:

Florists' Review

Advertising Department
221 SW 33rd St.
Topeka, KS 66611

Discs will be returned only if requested.

File-sharing Services

You also can send files to us via a file-sharing service such as Dropbox, WeTransfer or Hightail, or you can submit files on a DVD or CD by mail.

NEW ACCOUNTS

The first ad placed by a new advertiser must be prepaid. After the first ad, credit terms are available upon approval of credit application.

NET RATES

A 15 percent discount on the gross rate is given for print-ready files.

CANCELLATIONS

A charge of 50 percent of the space cost, plus any applicable production costs, will be made for any advertising canceled after the deadline.

ADDITIONAL SERVICES

Please call for price quotes on Inserts, Gatefolds, Posters, Reply Cards, Mini Catalogs, Post-it Notes and Cover Tip-ons.

FILE SPECIFICATIONS