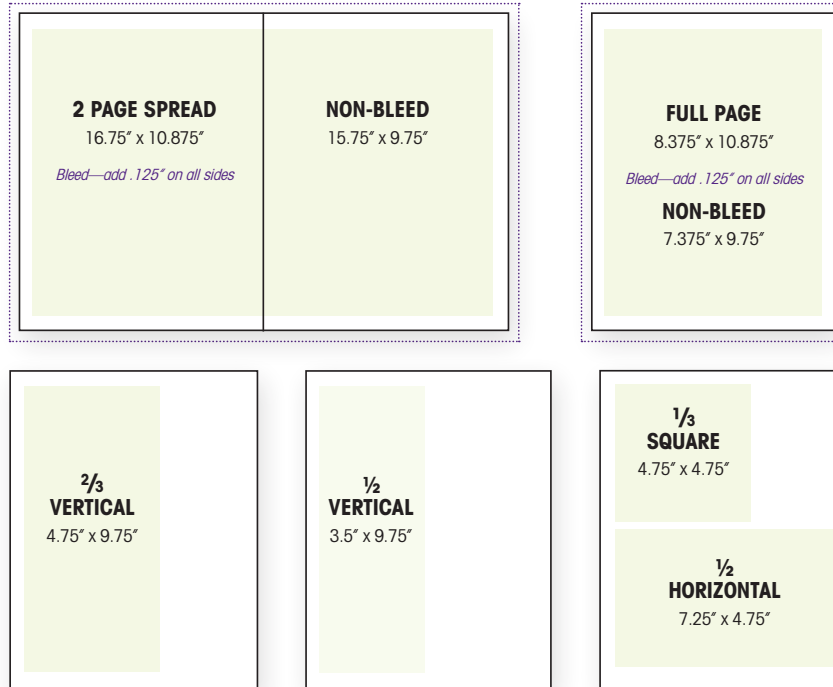


**2018 DEADLINES & DISTRIBUTION DATES\***

Theme	Space Deadline	Materials Deadline	Distribution
<b>JANUARY</b> The Health & Fitness Issue	Nov. 29	Dec. 1	Dec. 26
<b>FEBRUARY</b> The Travel Issue	Jan. 3	Jan. 5	Jan. 29
<b>MARCH</b> The Home & Design Issue	Jan. 31	Feb. 2	Feb. 26
<b>APRIL</b> The Women's Issue	Feb. 28	March 2	March 26
<b>MAY</b> The Men's Issue	April 4	April 6	April 23
<b>JUNE/JULY</b> The Entertainment Issue	May 2	May 4	May 29
<b>AUGUST</b> The Family Issue	June 20	June 22	July 30
<b>SEPTEMBER</b> The Business & Wealth Issue	Aug. 1	Aug. 3	Aug. 27
<b>OCTOBER</b> The Food & Wine Issue	Aug. 29	Aug. 31	Sept. 24
<b>NOVEMBER</b> The Giving Issue	Oct. 3	Oct. 5	Oct. 29
<b>DECEMBER</b> The Holiday Issue	Oct. 31	Nov. 2	Nov. 26

\*Subject to change

# MECHANICAL SPECIFICATIONS



Electronic high-resolution PDF files with embedded fonts are the preferred file format. Native files created in InDesign should be exported as an .IDML file. Photoshop or Illustrator files should include fonts or have text rasterized or outlined. Files sent via email, including fonts, should be packaged and compressed. Files via email should be sent to [production@bocaratonobserver.com](mailto:production@bocaratonobserver.com). For larger files, we encourage the use of hightail.com, a free digital delivery service via the internet. If ad needs to be resized, a production charge will be assessed. All images used must be a minimum of 300 dpi at final print size. Images must be saved as a TIFF, JPEG or EPS in CMYK. Ads can be supplied by CD and MUST be accompanied by a proof. Please keep all type at least 1/4" from actual page size/trim on all sides.

SIZE	WIDTH	X	HEIGHT
<b>PAGE SIZE/TRIM</b>	<b>8.375"</b>	<b>X</b>	<b>10.875"</b>
<b>2 PAGE SPREAD BLEED</b>	<b>16.75"</b>	<b>X</b>	<b>10.875"</b>
Two page spreads should be provided as two individual facing pages using bleed and trim specifications shown.			
<b>2 PAGE SPREAD NON-BLEED</b>	<b>15.75"</b>	<b>X</b>	<b>9.75"</b>
Please provide document as two individual facing pages and keep graphics and type at least 1/4" from outside edges.			
<b>FULL PAGE BLEED</b>	<b>8.375"</b>	<b>X</b>	<b>10.875"</b>
Please provide document as 8.375" x 10.875" and add 1/8" bleed on all sides beyond page.			
<b>FULL PAGE NON-BLEED</b>	<b>7.375"</b>	<b>X</b>	<b>9.75"</b>
<b>2/3 VERTICAL</b>	<b>4.75"</b>	<b>X</b>	<b>9.75"</b>
<b>1/2 VERTICAL</b>	<b>3.50"</b>	<b>X</b>	<b>9.75"</b>
<b>1/2 HORIZONTAL</b>	<b>7.25"</b>	<b>X</b>	<b>4.75"</b>
<b>1/3 SQUARE</b>	<b>4.75"</b>	<b>X</b>	<b>4.75"</b>